A GRALLA PUBLICATION

NOVEMBER 1984

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS WHOLESALERS AND DISTRIBUTORS

Guide to Products, Services & Suppliers

'85 DIRECTORY

Also in this issue:

Selling audio/video systems builds dealers' profits

Ultrasonic humidifiers take center stage in housewares

Retailers report early success with electronic typewriters

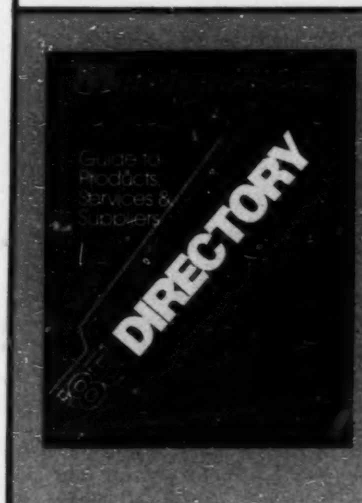
Stores expect average 21.9% dollar volume growth in microwaves

Can videotex services turn the home computer into a need?

Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

November 1984
Our 77th Year
Vol. 9, No. 11



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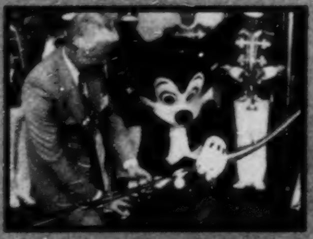

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. Romancing the Stone *(CBS/Fox)*	2	2
2. Splash *(Touchstone)*	7	2
3. Footloose *(Paramount)*	3	2
4. The Big Chill *(RCA/Columbia)* GP	1	3
5. Yentl *(CBS/Fox)*	—	1
6. Against All Odds *(RCA/Columbia)*	—	1
7. Greystoke—The Legend of Tarzan *(Warner)*	—	1
8. Sixteen Candles *(MCA)*	—	1
9. Iceman *(MCA)*	29	2
10. The Right Stuff *(Warner)* GP	4	4
11. Terms of Endearment (Paramount)	5	5
12. Purple Hearts *(RCA/Columbia)* G	16	2
13. Ice Pirates *(MGM/UA)*	—	1
14. Tank *(MCA)* GP	12	4
15. Swing Shift *(Warner)* GP	10	2
16. Educating Rita *(RCA/Columbia)* GP	9	4
17. Lassiter *(Warner)*	6	3
18. Up The Creek *(Vestron)*	—	1
19. Scarface *(MCA)*	11	5
20. Racing With The Moon *(Paramount)*	—	1
21. Blame It On Rio *(Vestron)* GP	8	4
22. Hotel New Hampshire *(Vestron)* G	20	2
23. Firestarter *(MCA)*	—	1
24. Raiders of the Lost Ark *(Paramount)* GPI	21	11
25. Christine *(RCA/Columbia)* GP	22	5
26. Harry and Son *(Vestron)* G	27	3
27. Gorky Park *(Vestron)*	23	6
28. Jane Fonda's Workout *(Karl Video)* GPI	—	17
29. Unfaithfully Yours *(CBS/Fox)*	13	3
30. The Dresser *(RCA/Columbia)* G	19	2

Top 10 in videocassette sales

1. Footloose *(Paramount)*	2	2
2. Jane Fonda's Workout *(Karl Video)*	1	28
3. Romancing the Stone *(CBS/Fox)*	7	2
4. Raiders of the Lost Ark *(Paramount)*	4	12
5. Terms of Endearment *(Paramount)*	3	5
6. Mickey *(Walt Disney)*	6	5
7. Splash *(Touchstone)*	—	1
8. The Big Chill *(RCA/Columbia)*	8	3
9. The Making of Michael Jackson's "Thriller" *(Vestron)*	5	10
10. Olympics Highlights *(Continental)*	—	1

Top 5 in laserdisc sales

1. Splash *(Touchstone)*	2	2
2. Romancing the Stone *(CBS/Fox)*	1	2
3. The Big Chill *(RCA/Columbia)*	—	1
4. Footloose *(Paramount)*	3	2
5. Lassiter *(Warner)*	—	2

Top 5 in alternative programs

1. **Jane Fonda's Workout** *(Karl Video)*
2. **Do It Debbie's Way** *(Video Associates)*
3. **Jane Fonda's Workout Challenge** *(Karl Video)*
4. **Olympic Highlights**
5. **The Making of Michael Jackson's "Thriller"** *(Vestron)*

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

VIDEO/NEW RELEASES

A&M VIDEO

CAUGHT IN THE ACT—LIVE A live Styx concert is interposed with a 10-minute music video (never seen on MTV, or anywhere else on television), dialogue and special effects. Such classics as Mr. Roboto, Don't Let It End and Come Sail Away are included in the live set. *Color 87 minutes Beta hifi VHS hifi C: $29.95.*

CONTINENTAL

OLYMPIC HIGHLIGHTS With selected segments from the opening and closing ceremonies as well as the events themselves, this collection from the recent Summer games was compiled by ABC sports. It comes packaged in a special gift box. *Color 90 minutes C: $29.95.*

THE RIVER NIGER A taut film of inner-city revolution, based on the stage play of the same name. Starring Louis Gossett Jr., Cicely Tyson and James Earl Jones. *Color 104 minutes R C: $39.95.*

IVE

BOLERO (1984) Bo Derek plays a virgin trying to find a Latin lover in this summer's steamy interlude, written and directed by husband John Derek and produced by Bo herself. Also starring are Greg Bensen (as the Latin lover), George Kennedy and Andrea Occhipinti. *Color C: $79.95.*

KARL VIDEO

PRIME TIME Jane Fonda's latest workout tape is a 50-minute exercise regimen for those with perhaps a little less stamina than die-hard Fonda devotees. It specifically addresses those who have never exercised, those starting up after a flabby period and those susceptible to injuries from overwork. Paced a bit slower, it works the body from head to toe. *Color 50 minutes C: $39.95.*

MCA

THE LAST STARFIGHTER (1984) This sci-fi adventure stars Lance Guest as an average, everyday teenager coerced into taking up another galaxy's battles because he's so good at a videogame. Robert Preston talks Guest into taking up the quest. *Color PG 100 minutes Beta hi-fi VHS hifi C: $79.95.*

MGM/UA

A CHRISTMAS STORY (1983) Humorist Jean Shepherd's novel In God We Trust, All Others Pay Cash comes to life, wrapped around the story of Ralphie Parker's quest for the ultimate Christmas present, a Genuine Red Ryder Carbine Action Two Hundred Shot Lightning Loader Range Model Air Rifle. Darren McGavin and Melinda Dillion are Ralphie's somewhat confused parents, and Peter Billinglsey plays Ralphie. *Color PG 95 minutes C: $79.95.*

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT COMPUTERS...BUT WERE AFRAID TO ASK John Wood, the computer genious in WarGames, hosts this trip through the lingo, software and finances of buying and owning a home computer. Wood's advice is offset by the story of a family buying and owning a home computer. Topics include how to choose a computer, programming tips and do's and don'ts. *Color 88 minutes C: $39.95.*

PARAMOUNT

FRIDAY THE 13TH—THE FINAL CHAPTER Fourth (and reported to be last) in the grisly saga of Jason the camp counselor killer, this slice-em-up finds our anti-hero revived after being assumed dead, and once again taking a sharp object in hand to wreak havoc on the inhabitants of Crystal Lake. This time he's up against a young horror-movie fan who may outslash Jason. *Color R 90 minutes C: $79.95 LV: $29.95.*

PRISM

SIZZLE (1981) Loni Anderson does most of the sizzling as a singer in a 1920's speakeasy run by John Forsythe. When mobster Forsythe rubs out her boyfriend, Anderson takes offense and plots revenge, with a little help from Al Capone. *Color C: $59.95.*

THORN EMI

THE PHILADELPHIA EXPERIMENT (1984) This film examines the eternal question: can Nancy Allen find true happiness with a man caught in a time warp from the 1940's? Michael Pare (of Eddie and the Cruisers and Streets of Fire) plays a man who must eventually return to his own time to reverse the effects of the experiment of the title, which brought him to the present day by mistake. *Color PG 101 minutes C: $79.95.*

TWE

BETHUNE Donald Sutherland and Kate Nelligan, who starred in Eye of the Needle, team up again in this Canadian film of a doctor's adventures in Communist China. *Color 88 minutes C: $59.95.*

WALT DISNEY

ROBIN HOOD Under Walt Disney's new classic label (this is the first title released in the new series), this film is an animated version of the classic legend. Brian Bedford's voice is used for Robin, a crafty adventurous fox. *Color 83 minutes C: $79.95 LV: $34.95 CED: $29.95.*

Major
APPLIANCES

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Microwave ovens should account for gains in dollar volume of 21.9 percent in 1984

By Nancy Markov, field editor

CHICAGO—Microwaves should account for average dollar volume gains of 21.9 percent this year for retailers surveyed in *Merchandising*'s latest Retail Opinion File. This is on top of strong 1983 sales when gains for these dealers averaged 22.6 percent.

The broadening of the oven market to include more models in the compact and mid-size categories has brought more consumers into the store. Compacts are selling well to consumers with space-crunched living quarters and to those who just can't afford to spend a lot on a microwave.

Not surprisingly, these units, priced below $200, are making up a larger portion of the inventories of the dealers polled. They said that ovens ranging in size from 0.5 to 0.7 cu. ft. are expected to account for 12.5 percent of their volume this year, up from 7.7 percent in 1983.

Compact buyers traded up

Even so, at point of sale, some would-be compact buyers are being traded up to mid-size units because of the greater number of features available. Others are purchasing mid-size instead of full-size units because the smaller ovens can cook just about anything a full-size cavity can hold, and they still save space in the kitchen. Dealers said that models sized from 0.8 to 1.1 cu. ft. should account for 24.4 percent of their 1984 volume, compared with 21.9 percent in 1983.

Consequently, full-size units make up a lower percentage of the total oven breakdown in many of the retail operations polled, averaging an expected 63.1 percent for 1984, compared with 70.4 percent in 1983.

Still, it's important that all sizes be covered. Dealers said they stock three brands on the average, and offer an average six models per brand in order to meet the needs of all consumers in their quest for an oven.

Undercabinet units strong

Recognizing the need for space-saving ovens in many homes, many of the retailers polled believe that the new undercabinet ovens introduced by General Electric and Litton this past summer will be strong sellers since they provide an option to get the oven off the countertop. But a significant number of the dealers were not aware of the introductions, taking the term "undercabinet" to mean over-the-range, a category which has not shown much growth in recent years and remains about seven to 10 percent of the microwave oven industry.

Comments like "It would involve altering the cabinet," "Limitation in the size of the cavity will limit sales"

(Continued on page 46)

Who did it

Statistical matter for this survey was compiled by Selma Book, market research manager, and Matea S. Esguerra, research associate, for Gralla Publications.

Which of the following best describes your company?

(Based on 129 replies)

	Percent of response*
Household appliance store	78.3%
Radio/TV store	34.9
Department store	5.4
Microwave specialty store	5.4
Furniture store	3.1
Discount store	2.3
Kitchen specialty store	1.6
Employee store	0.8

*Adds to more than 100 percent due to multiple replies

How many stores does your company own/operate?

(Based on 128 replies)

	Percent of response
Single-unit companies	81.2%
Multi-unit companies	18.8

Total number of stores in sample: 566 (includes a 100-store company and a 200-store company)

What were your total sales (dollars) for microwave ovens in 1983? (Based on 99 replies)

	Percent of response
Under $2,000	5.1%
$2,000 to $3,999	9.1
$4,000 to $9,999	14.1
$10,000 to $29,999	26.2
$30,000 to $74,999	18.2
$75,000 to $199,999	12.1
$200,000 to $499,999	9.1
$500,000 and over	6.1

Average (median): $26,922
Average percent change over 1982 sales: 22.6 percent
Expected percent change 1984 versus 1983 sales: 21.9 percent

What portion (percent) of the microwave ovens sold in your store(s) was accounted for by each of the following types in 1982, 1983 and expected in full year 1984?

(Based on 117 replies)

	Percent of Response		
	1982	1983	Expected 1984
Countertop	83.9%	80.1%	76.9%
Over-the-range	6.3	8.9	10.0
Single cavity	6.4	6.5	8.5
Convection/microwave combination	3.4	4.5	4.6

What is the size breakdown of the countertop microwave ovens sold in your store(s) in 1983? What is expected for 1984? (Based on 113 replies)

	Percent of response	
	1983	Expected 1984
Compact (0.5 to 0.7 cu. ft.)	7.7%	12.5%
Mid-size (0.8 to 1.1 cu. ft.)	21.9	24.4
Full-size (1.2 to 1.6 cu. ft.)	70.4	63.1

Microwave dollar volume remains high as market broadens

(Continued from page 43)

and "The cost is too high" illustrated their confusion. The cavities of the new ovens are no smaller than those of the compacts already on the market which are selling like gangbusters. The Little Litton is a 0.5-cu.-ft. unit; The Spacemaker II by General Electric is a mid-size 0.8-cu.-ft. model. Installation of either unit necessitates no significant cabinet alterations as installation of a built-in oven would.

Also interesting is the fact that more than a few dealers reported that the units were not selling well—this was before either the Little Litton or Spacemaker II had been shipped to retail floors.

Dealers reported that the average best-selling price for a countertop unit this year is $347.88, meaning that many consumers are not settling for stripped down models but do want some features on their oven.

Thirty-six percent of the survey respondents said that consumers are more interested in features this year over last; 47 percent reported that the interest was about the same. And, dealers don't expect consumers' demands to shift going into 1985. Almost 85 percent of the merchants said that this trend will continue.

The features that topped the consumer's list, said dealers, include touch pad controls, auto defrost, programmability and temperature probe. Features such as auto cook, memory and delay start are not considered "musts" by a lot of customers.

One reason why demand for features may be growing is that there are more replacement purchases being transacted. Microwave owners who bought their ovens in the late 1960's and early 1970's are now reentering the market. And they are shopping for units which far surpass the single-speed models that were available 15 to 20 years ago.

The merchants reported that they expect replacement sales to account for 10.7 percent of their volume this year, compared with 6.5 percent in 1983 and 4.1 percent in 1982.

The number of second oven purchasers is also edging up slightly, perhaps accounting for the increase in sales of compact units which fit well into college dorm rooms, family rooms and summer homes. Dealers report that second oven purchases should account for 2.6 percent of their volume this year. This is in contrast to 1.3 percent in 1983 and 0.8 percent in 1982.

The prime strategy of merchants for moving ovens is to advertise and run promotions frequently. To a lesser extent, some dealers said they use cooking schools to help generate sales. But these are used primarily after the sale to help educate the consumer on his purchase and to maintain dealer/customer ties.

Several merchants also expressed a desire to see more national advertising done by the manufacturers to help pre-sell the consumer on a microwave before he walks into the store.

What is your best-selling price for a countertop microwave oven? (Based on 122 replies)

	Percent of response
Under $200	4.9%
$200 to $299.99	24.6
$300 to $399.99	50.0
$400 to $499.99	18.9
$500 or more	1.6

Average best-selling price (mean): $347.88

How many different models of countertop microwave ovens do you carry per brand? (Based on 125 replies)

	Percent of response
1 to 2	10.5%
3 to 4	42.0
5 to 6	24.1
7 to 9	11.3
10 to 14	7.3
15 or more	4.8

Average (mean): Six models per brand

What portion (percent) of the microwave ovens sold in your store(s) are first purchases, replacement purchases or additional purchases? (Based on 104 replies)

	Percent of response		
	1982	1983	Expected 1984
Replacement purchase	4.1%	6.5%	10.7%
Second oven	0.8	1.3	2.6
First oven	95.1	92.2	86.7

How many different brands of countertop microwave ovens do you carry? (Based on 128 replies)

	Percent of response
1	21.9%
2	28.9
3	21.1
4	9.4
5	4.7
6	7.0
7 or more	7.0

Average (mean): three brands

How important are each of the following microwave oven features to your customers? (Based on 122 replies)

	Percent of response				
	Very important	Moderately important	Somewhat important	Not important	Not indicated
Touch pad controls	48.3%	30.3%	15.0%	3.3%	2.5%
Auto defrost	40.9	29.5	18.9	6.6	4.1
Programmability	27.9	30.3	25.4	12.3	4.1
Temperature probe	23.0	40.2	21.3	5.7	0.8
Auto cook	18.0	31.2	34.4	13.9	2.5
Turntable	15.6	13.9	19.7	44.2	6.6
Memory	7.4	24.6	38.5	25.4	4.1
Delay start	0.0	23.0	39.3	30.3	7.4

Consumers trade up on microwave features

(Continued from page 44)

represents about six to 10 percent of the industry, reported Markov. "It's made up of those upper income consumers who purchased ovens in the late 1960's and early 1970's who are ready now for units with more features than what was available the first time they were in the market. Many of them paid well over $500 for a single-speed oven with 600 watts. They are looking to trade up to features and benefits they will use—not necessarily bells and whistles." The industry estimates that the replacement segment could be around 13 percent in 1985.

She added, "Crucial to the replacement market of the future is the satisfaction today's oven owners derive from their appliance. But all too often, today's consumer just shops for a 'microwave' and doesn't always purchase the oven best suited to her needs."

Reading ads when shopping for the product is not enough education, stated Markov, because the primary thrust is price. "Consumer education has never stopped being important. And as more and more consumers enter the marketplace, education at point of sale should be stepped up, not cut back as is the trend in many retail outlets today."

Suppliers admit there is a lot less "selling" on the retail floor today, noted Markov. Part of the reason is that more and more ovens are being moved by mass merchant outlets which are often the least likely operations to have educated salesmen on the selling floor.

Even so, consumers will continue to purchase microwave ovens because their friends have one, the price is right, and it fits today's lifestyle, she pointed out. "We will continue to see growth in this industry. The compact and mid-size microwave oven categories will continue to garner a larger share of the shipments, at the expense of full-size units. Ovens retailing for $250 and under will provide the most activity at the retail level as manufacturers continue to address what they believe is a largely untapped market of one- and two-person households."

"The 50 percent saturation level should be reached by the end of 1985," Markov said. "It is at this level that the annual growth rate is expected to stabilize or even decline slightly. By 1990, industry experts say, we could reach a saturation level of anywhere between 65 and 80 percent."

A GRALLA PUBLICATION

DECEMBER 1984

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

ACTION FORECAST '85

Retailers Cast Their Votes for Next Year's Fastest Growing and Most Profitable Products

	[illegible]		[illegible]		[illegible]
1	VCR's	1	Refrigerators	1	Microwave Cookware
2	TV's	2	Microwave Ovens	2	Vacuum Cleaners
3	Home Stereo	3	Clothes Washers	3	Drip Coffee Makers
4	Video Cameras	4	Clothes Dryers	4	Gas Grills
5	Car Stereos	5	Electric Ranges	5	Metal Cookware

[illegible]

Video [illegible] face the [illegible] threat

[illegible]

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Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

December 1984
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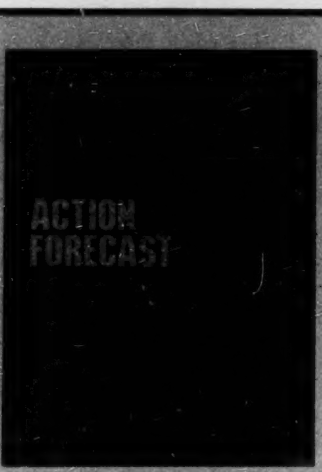

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Retailers predict that VCR's, refrigerators, microwave cookware will lead sales in '85

By Lee Rath, editor

NEW YORK—Where's the action going to be in 1985? What products do retailers of consumer electronics, major appliances and housewares think are going to top the list in terms of sales and profitability?

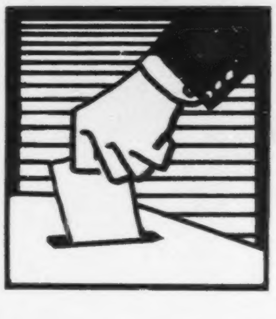
That's what *Merchandising* set out to determine in its latest Retail Opinion File, Action Forecast '85. And the winners are:

Consumer Electronics: VCR's, televisions, home stereo equipment, video cameras and car stereos lead the pack in the popularity race.

Major Appliances: Refrigerators, microwave ovens and clothes washers take the lead.

Housewares: Here, microwave cookware, vacuum cleaners, drip coffee makers, gas grills and metal cookware head the chart.

When looking at the tables on these two pages, it's important to remember that the first in each column is really a popularity contest. It shows what portion of the retailers polled listed each particular product among the top few items expected to generate the greatest increase in dollar volume next year.



The second table illustrates what kind of increase the dealers who carry each product expect it will yield in 1985.

Finally, the third shows which products are the most popular among the dealers polled in terms of profitability — which ones are the real winners when it comes to earning a living.

This is true for consumer electronics, major appliances and housewares.

VCR most popular

To no one's surprise, the VCR was the most popular product among all of the consumer electronics retailers polled, with 73.5 percent of them listing it among the expected top five generators of increased dollar volume for 1985. It was followed fairly closely by the television.

After that, however, it was a long way back to the third most popular product, home stereo equipment, even though that category was given a push by the expected popularity of the compact disc player next year.

Although blank videocassettes came in seventh in terms of popularity among all of the retailers, they showed up first among those who carry the product, expected to register an average 44.5 percent increase in dollar volume next year. Next came prerecorded videocassettes, expected to generate a 42.5 percent increase for those who sell them.

Obviously, these two items are riding high on the wave of success created by the VCR, and can be expected to continue showing sizable increases over the next few years as the hardware population continues to grow.

Televisions came in first when the retailers were asked to tell what product they expect to generate the greatest dollar profit in 1985. Nothing else even came close.

It just goes to show that popularity and profitability do not necessarily go hand in hand in the world of consumer electronics. Take the case of the VCR. Although it ranks as the most popular product among all retailers and is expected to generate an average increase in dollar volume of 39.2 cent among those dealers who carry the product, only 18.9 percent said they thought it would produce the greatest dollar profit in 1985.

Optimistic as a whole, the consumer electronics retailers polled said they expect their sales will increase an average of 22.2 percent next year.

In major appliances, most of the retailers polled listed the refrigerator among the top three generators of increased dollar volume for 1985. It was, however, followed closely by the microwave oven.

Although few retailers picked the air conditioner as a producer of big volume increases in 1985, those who do carry the product think it's going to do very well, predicting that the category will turn in an average 34 percent increase in dollar volume, the largest of any product.

The microwave oven, buffeted by competition, is expected to show a 17.5 percent increase in dollar volume at stores offering the category.

Consumer Electronics

Consumer electronics products expected to generate the greatest increase in dollar volume in 1985

(Based on 113 replies)

	Percent of respondents listing product in Top 5
1. Videocassette Recorders	73.5%
2. Televisions	62.8
3. Home Stereo Equipment	31.9
4. Video Cameras	21.2
5. Car Stereos	18.6
6. Projection Televisions	17.7
7. Blank Videocassettes	13.3
8. Portable Audio Equipment	12.4
9-10. Prerecorded Videocassettes	10.6
9-10. Telephones	10.6
11. Computers	8.9
12. Computer Software	3.5

Expected increase in dollar volume for 1985 vs. 1984*

	Number of replies	Average expected % of increase '85 vs. '84
Videocassette Recorders	51	39.2%
Televisions	44	18.8
Home Stereo Equipment	20	16.4
Video Cameras	26	40.2
Car Stereos	18	20.0
Projection Televisions	14	24.6
Blank Videocassettes	10	44.5
Portable Audio Equipment	11	22.5
Prerecorded Videocassettes	8	42.5
Telephones	7	33.6

*Only retailers that carry the product are included in this question

Consumer electronics products expected to generate the greatest dollar profit in 1985 (Based on 122 replies)

	Percent of respondents listing product
Televisions	45.1%
Videocassette Recorders	18.9
Home Stereo Equipment	9.8
Car Stereos	8.2
Satellite Earth Stations*	5.7
Projection Televisions	4.1
Portable Audio Equipment	3.3
Telephones	3.3
Video Cameras	3.3
Prerecorded Videocassettes	2.5
Blank Videocassettes	1.6
Computers	1.6

*Not listed on questionnaire

Expected dollar increase in total consumer electronics products sales in 1985 vs. 1984 (Based on 97 replies)

Average increase expected 22.2%

How we did it

Statistical matter for this survey was collected and compiled by Selma Book, market research manager, and Matea Esguerra, research associate.

Data was gathered from two groups of retailers: one selling consumer electronics and major appliances and one selling housewares.

On the consumer electronics and major appliances side, 56.9 percent of the 1985 retailers polled described themselves as household appliance stores. Some 34.4 percent said they were radio/TV stores, 20.5 percent were video specialty stores, 15.4 percent were audio/hifi specialty stores, 4.6 percent were housewares/hardware stores, 2.6 percent were discount stores, 1.0 percent were department stores and 1.0 percent described themselves as home and auto stores. They represented a total of 543 retail outlets.

Most of the stores, 82.6 percent, were single-unit companies with the remaining 17.4 percent representing units of chain operations. Expected sales volume for 1984 hit a median of $456,250.

Among the 127 housewares retailers polled, 65.3 percent said they were housewares/hardware stores. Another 18.9 percent said they were department stores, 4.7 percent were discount stores, 3.1 percent were household appliance stores, 2.4 percent were radio/TV stores, 2.4 percent were home center, 0.8 percent were catalog showrooms and 2.4 percent fell in other categories. They represented a total of 3,502 retail outlets.

Again, most of the stores, 75.6 percent, were single-unit companies. However, of the 24.4 percent that were part of a larger operation, four represented chains of 300 units or more. Expected sales volume for 1984 hit a median of $787,750.

In both cases, retailers were polled on a nationwide basis.

In terms of profitability, the refrigerator again showed up first. Some 43.2 percent of the retailers listed it as the product expected to generate the greatest dollar profit next year.

And again, competition put the microwave oven down the list in the profitability question, with only 19.3 percent of the dealers saying that they thought it would generate the greatest profit.

Overall, major appliance retailers are predicting an average 11.9 percent increase in sales next year for all products.

Microwave cookware soars

Another product riding on the coattails of a successful piece of hardware is microwave cookware. Among all the housewares retailers polled, 43.5 percent said it would be in the top five generators of the greatest increase in dollar volume in 1985.

The product also rated tops among dealers carrying the product, who said it should turn in a 21.5 percent increase in dollar volume. In terms of profitability, microwave cookware showed up third, with 15.1 percent of the dealers choosing it as the most profitable product.

Another big winner was the vacuum cleaner, picked by 41.3 percent of the dealers to be in the top five. Retailers who sell vacs said they will turn in an average 13.7 percent increase in dollar volume in 1985. The product also came in first in the profitability race, with 24.5 percent of the retailers saying vacs will be their most profitable product next year.

Drip coffee makers, gas grills, metal cookware and fans also rated high in all three categories.

Looking at the group as a whole, housewares retailers are expecting a 9.3 percent across-the-board increase in sales next year.

So there you have it: the winners, the losers and the also-rans. That's how our group of retailers calls it for 1985.

Major Appliances

Major appliances expected to generate the greatest increase in dollar volume in 1985 (Based on 87 replies)

	Percent of respondents listing product in Top 3
1. Refrigerators	63.2%
2. Microwave Ovens	57.5
3. Clothes Washers	44.8
4. Clothes Dryers	26.4
5. Electric Ranges	23.0
6. Gas Ranges	18.4
7. Dishwashers	16.1
8. Freezers	9.2
9. Air Conditioners	5.8

Expected increase in dollar volume for 1985 vs. 1984*

	Number of replies	Average expected % of increase '85 vs. '84
Refrigerators	24	15.6%
Microwave Ovens	30	17.5
Clothes Washers	12	8.6
Clothes Dryers	6	9.8
Dishwashers	8	12.5
Air Conditioners	5	34.0

*Only retailers that carry the product are included in this question

Major Appliances expected to generate the greatest dollar profit in 1985 (Based on 88 replies)

	Percent of respondents listing product
Refrigerators	43.2%
Clothes Washers	34.1
Clothes Dryers	23.9
Microwave Ovens	19.3
Air Conditioners	8.0
Gas Ranges	5.7
Electric Ranges	3.4
Freezers	2.3
Dishwashers	2.3

Expected dollar increase in total major appliance sales in 1985 vs. 1984 (Based on 81 replies)

Average increase expected 11.9%

Housewares

Housewares products expected to generate the greatest increase in dollar volume in 1985 (Based on 46 replies)

	Percent of respondents listing product in Top 5
1. Microwave Cookware	43.5%
2. Vacuum Cleaners	41.3
3. Drip Coffee Makers	32.6
4-5. Gas Grills	30.4
4-5. Metal Cookware	30.4
6. Fans (excluding ceiling)	28.3
7. Clocks	23.9
8. Ceiling Fans	17.4
9. Food Processors	13.6
10-15. Irons (standard)	10.9
10-15. Oil-Filled Heaters	10.9
10-15. Mixers	10.9
10-15. Toaster-Oven/Broilers	10.9
10-15. Toasters	10.9
10-15. Ultrasonic Humidifiers	10.9
16-18. Air Purifiers	8.7
16-18. Shavers	8.7
16-18. Timers	8.7
19. Hand-Held Vacuum Cleaners	6.5
20-22. Curling Irons	4.4
20-22. Hair Dryers	4.4
20-22. Woks (electric)	4.4
23-27. Blenders	2.2
23-27. Blood Pressure Monitors	2.2
23-27. Irons (travel)	2.2
23-27. Scales (digital)	2.2
23-27. Waffle Irons	2.2

Expected increase in dollar volume for 1985 vs. 1984*

	Number of replies	Average expected % increase '85 vs. '84
Microwave Cookware	10	21.5%
Vacuum Cleaners	7	13.7
Drip Coffee Makers	6	11.0
Gas Grills	9	14.0
Metal Cookware	7	9.8
Fans (excluding ceiling)	6	10.8

*Only retailers that carry the product are included in this question

Housewares products expected to generate the greatest dollar profit in 1985 (Based on 53 replies)

	Percent of respondents listing product
Vacuum Cleaners	24.5%
Metal Cookware	20.8
Microwave Cookware	15.1
Fans (excluding ceiling)	9.4
Ceiling Fans	7.6
Clocks	7.6
Coffee Makers	5.7
Gas Grills	5.7
Mixers	5.7
Oil-Filled Heaters	5.7
Blenders	3.8
Blood Pressure Monitors	1.9
Food Processors	1.9
Shavers	1.9
Timers	1.9
Toasters	1.9

Expected dollar increase in total housewares products sales in 1985 vs. 1984 (Based on 90 replies)

Average increase expected 9.3%

Merchandising's TOP FIFTY

Top 30 in videocassette rentals

[illegible]

Top 10 in videocassette sales

[illegible]

Top 5 in laserdisc sales

[illegible]

Top 5 in alternative programs

[illegible]

[illegible]

CBS/FOX VIDEO

REUBEN, REUBEN (1983) Tom Conti was nominated for an Oscar for his portrayal of Gowan McGland, a washed-up poet lecturing on the New England college circuit. A less-than-entirely sympathetic character, McGland drinks heavily, steals tips from waiters and sleeps with just about any woman who crosses his path until he meets Geneva Spofford (Kelly McGillis) and his life turns around. *Color R 100 minutes closed captioned* C: $59.98.

SLEEPER (1973) Woody Allen (director, co-author) is thawed out in the year 2173 after having been frozen during a minor operation 200 years earlier. He finds himself in a world where chocolate cream pie is health food, Howard Cosell is torture and a nose runs the country—in short, a world not unlike our own. With Diane Keaton. *Color PG 88 minutes* C: $59.98.

MCA

CONAN THE DESTROYER (1984) Arnold Schwarzenegger fleshes his way through another Conan adventure, seeking a queen's magic treasure. Along the way he runs into such everyday folks as Wilt Chamberlain and Grace Jones. Directed by Richard Fleischer (Fantastic Voyage), the touch in this film is a little lighter than with the original Conan the Barbarian. *Color PG 101 minutes VHS hifi mono Beta hifi mono* C: $79.95.

THE MAN WHO KNEW TOO MUCH(1956) In the third of the '50's era Hitchcock films to recently be released on cassette, James Stewart and Doris Day are the parents of a small boy kidnapped to keep his parents quiet about a political assassination. Hitchcock called this remake of his own 1934 film "the work of a professional, where the first was that of a gifted amateur." And Doris sings Que Sera, Sera. *Color PG 120 minutes VHS hifi mono Beta hifi mono* C: $59.95.

MEDIA

ELVIS—'68 COMEBACK SPECIAL (1968) After an eight-year absence from the small screen, Elvis Presley returned with a special on Dec. 3, 1968, in which he included some of his biggest hits. Hound Dog, Heartbreak Hotel, Jailhouse Rock, Don't Be Cruel and others are performed in this special, reproduced here to coincide with Elvis's 50th birthday. *Color 76 minutes* C: $29.95.

MGM/UA

MANHATTAN (1979) Woody Allen's first film after Annie Hall concerns itself with a group of upper-West-siders drifting in and out of romantic relationships, and specifically with a writer's (Allen) affair with a high-school girl (Mariel Hemmingway) and its impact on his life. *B/W PG* C: $79.95.

PARAMOUNT

TOP SECRET! (1984) From the writers and directors of Airplane! comes this daffy tale of a rock singer (Val Kilmer) involved in intrigue, romance and surf music behind the Berlin Wall. He falls for a lovely freedom fighter who happens to be the daughter of a kidnapped scientist who's being forced to work on a secret weapon that...well, you know. *Color PG* C: $79.95.

RCA/COLUMBIA

MOSCOW ON THE HUDSON (1984) Robin Williams, a saxophone player with the Russian circus, defects in Bloomingdale's, is taken in by a black security guard (Cleavant Derricks) and gets himself a Cuban girlfriend (Maria Conchita Alonso) in producer-director Paul Mazursky's ode to the Melting Pot of America. From a script by Mazursky and Leon Capetanos. *Color R 115 minutes VHS hifi Beta hifi* C:$79.95.

THE NATURAL (1984) After being shot by a mysterious femme fatale, Roy Hobbs (Robert Redford) waits a number of years before trying to restart his baseball career, and becomes the oldest rookie on record in this story based on Isaac Beshevis Singer's story. With Robert Duvall and Glenn Close, directed by Barry Levinson. *Color PG 134 minutes VHS hifi Beta hifi* C:$79.95.

THORN EMI

DREAMSCAPE (1984) Dennis Quaid is a young man with ESP who makes his living betting on horses until being blackmailed into participating in an experiment to enter someone else's dream and become a participant. *Color PG-13 99 minutes* C:$79.95.

WARNER

POLICE ACADEMY (1984) This high-grossing comedy deals with a class of police cadets in an academy that accepts everybody. *Color R 96 minutes* C: $79.95 LV: $34.98.

TIGHTROPE (1984) In one of his most unusual roles to date, Clint Eastwood plays a police detective questioning his own motives and drives as he stalks a rapist-killer. Eastwood won critical praise for his introspective portrayal. *Color R 115 minutes* C:$79.95 LV:$34.98.

Tough times may brighten for diehard computer dealers

By Frank Cavaliere, associate editor

NEW YORK—The going got tough for many retailers selling computers and related peripherals and software in 1984, but for those that remained in the category, better times may be ahead.

That's one of the findings from *Merchandising*'s latest Retail Opinion File. Of the 199 retailers who responded to the questionnaire, we found that some wrote off 1984 as an off year for computer merchandising. But after proving their staying power by continuing to sell the units and related products this year, many of those retailers indicated they expect next year to be an improvement.

No matter what's happened in the past, every type of store surveyed expects to beef up its computer commitment in '85.

Of the 95 operations that categorized themselves as electronics stores, 30.5 percent said they carried computers in 1984, up from the 24.1 percent that said they sold the units the previous year. And despite the recent tough selling atmosphere, more of these electronics retailers, 39 percent, said they would merchandise the units next year.

Looking at household appliance stores, only 8.3 percent of the 60 respondents carried computers in '84, down from 18.3 the previous year. But 15 percent of those asked said they plan to carry computers next year.

For mass merchandise outlets, the findings showed a similar curve. Of the 17 respondents, 70.6 percent carried computers back in the headier days of 1983. That figure dropped to 41.2 percent this year. But the shakeout in mass merchandiser stores, apparently, has stopped, and the figure for next year remains steady at 41.2 percent.

Why are certain retailers so unwilling to throw in the towel regarding computers? They seem to expect their experience through the difficult times will benefit them when the selling environment gets better. And they hope that will occur in 1985.

Trading up

Another change is being felt as retailers continue to emphasize more expensive computers.

A look at the survey supports this. Of the 62 respondents who answered our question asking them to list their best selling model for 1983, 22.6 percent named the Commodore 64. In second place were various Radio Shack units, with 21 percent of the total. Apple had a 12.9 percent response, followed by Atari with 9.7 percent. IBM was in the seventh spot with 3.2 percent of the total.

But the trend toward emphasizing higher-end units started this year when only 17.3 percent of 58 replies listed the Commodore 64 as their best selling computer and the Radio Shack units outpaced the low-end leader with a 24.2 percent of the total response. Apple edged closer to Commodore with a 15.6 percent figure. Atari slipped to 5.2 percent of the total, and IBM increased its figure to 5.2 percent. Other higher-end units also increased their shares, with Epson and Kaypro among those showing higher response rates.

It can be argued that both Apple and IBM have a host of computer models to increase their percentage while Commodore still means mostly the 64 and Atari has been plagued by corporate uncertainty. But the trend is apparent. More Apple, IBM, Epson and AT&T units can be expected to appear on mass merchandisers shelves in 1985.

A similar downward line is found when looking at Atari. In 1983, 23.6 percent of those queried said they sold Atari computers. In 1984, 21.2 percent said they did, and next year the figure is expected to drop all the way to 6.9 percent.

But the two leading higher-end companies, Apple and IBM, will experience a corresponding increase. Of the respondents questioned, 13.9 percent of them said they carried Apple product in 1983. That figure increased to 18.2 percent this year and will be higher again in 1985, with expected growth to 19 percent. IBM followed Apple's lead by going from a 6.9 percent figure in 1983 to 12.1 percent this year and a projected 15.5 percent figure next year.

The survey also asked retailers to list their average gross profit margins

(Continued on page 27)

Who did it

Statistical matter for this survey was collected and compiled by Selma Book, market research manager, and Pat Jagbandhansingh, research associate.

Percent of stores carrying computers in 1983, 1984 and expected in 1985

	Total	Electronics Stores	Computer Specialty	Household Appliance	Mass Merchandise
(Number of replies)	(199)	(95)	(27)	(60)	(17)
Expected in '85	40.2%	39.0%	100.0%	15.0%	41.2%
Carry in '84	34.2	30.5	100.0	8.3	41.2
Carried in '83	45.2	24.1	100.0	18.3	70.6

Computer brands carried (one or more models) in 1983, 1984 and expected in 1985

	1983	1984	1985
(Number of replies)	(72)	(66)	(58)
Commodore	31.9%	22.7%	17.2%
Atari	23.6	21.2	6.9
Radio Shack	22.2	24.2	27.6
Apple	13.9	18.2	19.0
IBM	6.9	12.1	15.5
Epson	6.9	9.1	6.9
Sinclair (Timex)	6.9	4.6	1.7
Zenith	5.6	7.6	8.6
Texas Instruments	5.6	1.5	1.7
Hewlett-Packard	2.8	4.6	5.2
Televideo	2.8	6.1	5.2
Sanyo	2.8	4.6	5.2
Chameleon	2.8	3.0	3.5
Kaypro	2.8	3.0	3.5

Some 23 other brands, including Leading Edge, Eagle, Compaq, Sharp, Coleco and NEC, were listed by one, two or three other dealers.

Comparison of current statistics on selected popular computer models

	Average Retail Price	Average Gross Profit Margin
Apple IIc	$1,278	28.4%
Atari 800XL	$230	10.3
Commodore 64	$206	8.6
IBM PC	$2,848	26.0
TRS-80 Color	$208	24.6
Epson QX-10	$2,421	26.7
Kaypro	$1,445	27.5

Which of the following best describes your store(s)?
(Based on 199 replies)

	Number of replies	Percent of response
Electronics store	95	47.7%
Household appliance store	60	30.2
Computer specialty store	27	13.6
Mass merchandiser	17	8.5
Total	199	100.0%

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Computer saturation is still only 3% in Japan due to a lack of need, poor merchandising

By Frank Cavaliere, associate editor

TOKYO—Although the Japanese have a well-documented fascination for consumer electronics products, the home computer has become something of a stepchild in a nation that boasts record saturation levels of more conventional items such as stereo equipment.

The basic reason: There's simply no need for a computer in most Japanese homes, according to officials of Epson Corp., which recently led a group of editors on a tour of its Japanese production facilities.

Then too, there's the fact that computer retailing has not been popularized in Japan to the degree that it has in the U.S. Few department stores or other general merchandise outlets merchandise the products, leaving interested consumers to brave the often frightening prospect of visiting a computer specialty store.

In the U.S. market, where computers can be purchased in everything from toy stores to specialty outlets, Epson is currently fine-tuning its offerings to meet domestic demands. Its moves, however, do not portend entry into the home computer market, at least not yet, the company said.

When Epson does approach the home user, it will probably be via a portable product, according to one official who sees smaller, full-powered computers as the "fourth revolution" in the industry.

Saturation remains low

While Americans usually view their Japanese counterparts as having the latest of everything, from pocket-sized tape recorders to televisions with stereo sound, the impression is somewhat misleading. Especially in computers.

A recent survey showed that only three percent of Japanese households currently own a home computer. American households, on the other hand, have a 10 percent penetration rate according to most market research results.

Why do Americans seemingly have an edge in home computer ownership despite the legendary Japanese penchant for the latest in consumer electronics continues unabated?

"There is really no definite need for a home computer in Japan right now," replied Susumu Aizawa, Epson's senior managing director and representative director, through an interpreter. "But some teenagers now are using them in school, so the time will come when more people will have computers."

JAPANESE MISTAKES like not investing in American software firms have worked against Epson and benefited firms such as IBM, contends Epson president Tsuneya Nakamura.

The three percent of computerized households are drawn from a group ranging from middle managers who bring work home with them (although Japanese usually work long office hours, so working at home is not as prevalent as in the United States) to school children.

Another stumbling block preventing the home computer from achieving widespread popularity is rooted in the Japanese language, one of the most difficult on earth. Unlike English, which relies on 26 characters, the Japanese have 4,000 Kanji, or Chinese, characters to deal with, in addition to the katakana (Japanese phonetic characters) and hiragana (a variation of katakana). All of these combine to present a dizzying problem to anyone trying to market a functional keyboard.

And MSX, the standardized disc operating system which has yet to make its U.S. debut, is not boosting sales all that much in Japan. In general, the people view MSX machines as primarily game-playing devices, said Aizawa.

Perhaps another factor in the low rate of saturation is that few department stores or other general merchandise stores in Japan offer computers for sale. Instead, the Japanese rely on computer specialty stores, including some ComputerLand franchises.

In addition, computers are sold direct by the manufacturer. Epson, for example, operates some 3,000 specialty computer shops in Japan, according to Aizawa, 50 percent of which are "active," or open to the general public. The rest are either experimental units or open only to a special part of the marketplace.

But change is coming. "General merchandise stores are starting to get into the personal computer market as more people become interested in the product," noted Aizawa.

Computers a hard sell

Like many of its American counterparts, Epson (which stands for "son of electronic printer") is currently trying to decide which part of the U.S. market would be best to pursue. Aizawa said that while Japanese companies have enjoyed phenomenal success selling everything from VCR's to miniature personal portable radios in the U.S., computers present unique problems.

Epson knows well the difficulties. The division, the youngest of the Seiko group, Epson's parent company, has been selling two personal computers in the U.S., and has received a fairly tepid response. Both the company's QX-10 and the forerunner of Epson's new Geneva, the HX-20, fared poorly when introduced. But now, Aizawa said, the company is hoping new improved versions will be successes.

Epson president Tsuneya Nakamura said both his company and his competitors have been hurt by the success of Apple and IBM, with both American firms capitalizing on Japanese mistakes. One of those miscalculations involved not investing in American software programs, as did their American counterparts, noted Aizawa.

No plans for home unit

With its U.S. computers aimed primarily at businesses and students, Epson has no immediate plans to introduce a true home computer to the market.

"It is very difficult to tell when we will have such a computer in America,"said Aizawa. He made clear, however, that when such a unit is unveiled, it will not be in the low-end Commodore, Coleco and Atari market.

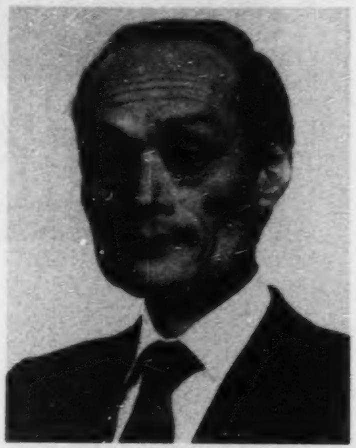
Rather, it will be the next generation of portable units, an area which Epson considers a prime opportunity for future growth.

Aizawa said at least part of the current strategy is to transfer the technology of Epson's very powerful desktop units to such a portable machine.

Aizawa termed this blending of desktop and portable technology a "fourth revolution," following the advent of the mainframe, the mini and the personal computer. "If we could pack a computer with the same architecture as today's professional personal models into a briefcase, this would indeed be a fourth revolution," he stated.

While president Nakamura said Epson is committed to both the portable and personal computer markets, Aizawa noted that there is serious industry debate over whether the portables can win a significant market share, or are inherently limited to small, specialized market segments.

Which way will the market go? "Fast-moving technological developments and increasing user sophistication make a definitive answer impossible," Aizawa noted. But, he said, "if portables do represent the fourth revolution, Epson will play an important role."



GENERAL MERCHANDISE stores are starting to carry home computers in Japan as more people become interested in the product, according to Susumu Aizawa, senior managing and representative director, Epson.

Will computers sell in Japanese malls?

TOKYO—Although most Japanese department stores do not now carry computers, if and when they start, the product should fit in well among the high-tech glitter of operations such as Hankyu and Seibu. Both, located on or near the Ginza, Japan's most famous central business and shopping district, have earned a reputation for electronic gadgetry at all levels.

In Hankyu, for instance, customers can summon up a display on a videotex screen showing what departments are on which floors. By pushing the part of the screen showing the section they're interested in, shoppers can receive a more detailed description of that particular department.

Even the escalators feature overhead monitors showing scenes of waves breaking on a beach or flowers in a wind-blown meadow to soothe the savage shopper.

—FC

Profit margins on Commodore 64 average 8.6%

(Continued from page 26)

for computer models carried in 1983, 1984 and expected 1985, and here the results carried out the contention that the higher-end models gave retailers fewer headaches and more profits.

In 1983, retailers questioned carved out an average profit margin of 11 percent on the Commodore 64. In 1984, that figure dropped further, to an average of 8.6 percent. Atari also had to be discounted to move off the retailers' shelves, as the 800XL model had an average gross profit margin of 22.6 percent in 1983 and less than half that, 10.3 percent, this year.

For Apple and IBM, the results were again more encouraging.

In 1983, retailers made an average of 32 percent profit on an Apple IIe. The figure dropped slightly to 27.2 percent this year, and retailers expected to make an average of 27.5 percent gross profit margin in 1985. The Apple IIc, which was not introduced until earlier this year, had a 28.4 percent average gross profit margin this year, and retailers expect that figure actually to rise to 30 percent in 1985.

For IBM's PCjr, the average gross profit margin was 26 percent this year. In 1985, retailers expect to make even more money on the product, to the tune of 29.3 percent.

All of this evidence suggests that consumers who shop for higher-ticket computers in the $1,500-and-above range are less price conscious than shoppers for Commodore, Coleco and Atari units. One of the possible reasons is that these consumers are more concerned with features than sticker price.

Also, the higher-end market has not been as volatile as the low-end part of the computer business. Apple and IBM, the two acknowledged leaders, do compete, but their rivalry has not caused prices to drop to the same extent as those for the Commodore 64 and Atari 800XL.

The chart on page 26 supports this supposition. Where Commodore and Atari products yielded slim profit margins, Apple, IBM, Epson and Kaypro products all had average gross profit margins of above 24 percent. And none of the latter were priced less than $1,278.

TELEPHONES & Personal Electronics

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Phone ownership is rising, according to research study

By Frank Cavaliere, associate editor

NEW YORK—The average phone owner has slightly more than two telephones, and chances are they're located in the kitchen and the master bedroom. They are probably standard, rotary dial models that cost about $29.50 each and have no special features.

The owner of these phones is most likely to be between the ages of 21 and 49 and lives in a household with an income of more than $25,000 per year. And he thinks his phones are going to last forever.

These are among the conclusions reached by the Yankee Group, a Boston-based market research firm, and presented at a two-day seminar held here recently.

To develop its information, the Yankee Group surveyed 1,008 people, 55 percent of whom own at least one phone. The remaining 45 percent, or 453 people, continue to lease. And of that group, 344 have no plans to purchase their phones.

According to Donna Amrhein, a Yankee Group analyst, the survey was performed primarily to measure the amount of phone ownership, establish where phones are located in the home, obtain demographic profiles of phone users, establish brand awareness and determine consumer purchasing patterns and preferences.

43 million households own

The survey, done in late June, revealed that 43 million households now own at least one phone.

Phone owners average slightly more than two units per household. Those respondents who both own and lease phones have slightly less than two. And those who had no intention of buying a phone had the lowest phone average, with 1.5 units. Meanwhile, people who do not yet own a phone, but do intend to purchase one, average three phones per household.

On tradition of the pre-divestiture days still holds when it came to where in the house the phone was most likely to be found. About 57 percent of those asked said they had one phone in the kitchen. The second most popular room was the master bedroom, with slightly more than 50 percent saying there was a unit in that room. Next came the living room with 30 percent. Another unspecified room, another bedroom and the study/den all received about a 10 percent response rate.

The kitchen phone was also the least likely unit to be owned, reported Amrhein. Over 56 percent of kitchen phones are leased, while the figure for all the other rooms averages below 40 percent.

"There are probably two main reasons for this," she said. "One is that those people with only one phone are most likely to have it in the kitchen, and they consider it an advantage to lease the unit rather than to own it. The other possible reason is due to longevity. The kitchen phone has been in the same place for so long that nobody considers changing it to an owned unit."

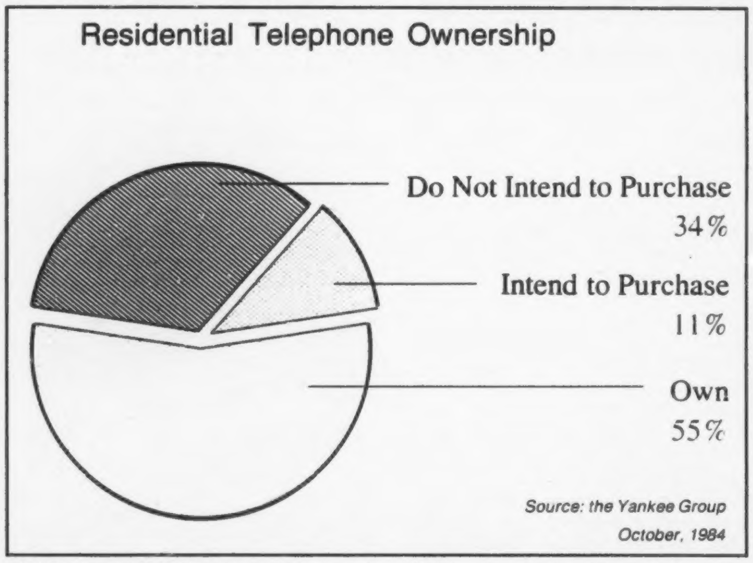
Another finding that could be placed under the heading, "The more things change, the more they stay the same," concerned the styles of phones used by those polled.

The basic rotary dial phone accounted for the largest percentage, with 37 percent saying that is the type of phone they used. Next came the standard tone unit, with 18 percent of the 1,005 people saying they used such a unit. The remaining 45 percent was split among Trimline-style tone units, Trimline-style dial phones and princess-style tone and dial units. Thirteen percent of those asked said they used another type of phone.

The survey also revealed a demographic profile of the typical phone owner. "Over 50 percent are between 21 and 49 years old, with the majority of them earning more than $25,000 per year. About one-third of them have a professional or managerial occupation," Amrhein reported.

The demographic profile for those who lease units is almost identical to owners, she noted. The only difference is that among those who intend to buy a phone, the majority of income falls between $25,000 and $40,000 annually. Among those who lease and do not intend to buy a unit, over 50 percent have annual incomes under $25,000 and the head of the household is more likely to be over 50 years old, according to the survey.

The survey held good news for both retailers and manufacturers regarding the potential of converting non-owners to owners.



Source: the Yankee Group
October, 1984

ONLY 11 PERCENT of the 1,008 people polled by the Yankee Group intend to purchase a phone in the near future. Fifty-five percent of those queried already own a phone, the survey revealed.

"About 85 percent of the non-buyers questioned did not have a convincing reason for not owning a phone," said Amrhein.

Only two percent said a phone was too expensive to buy, and only four percent said they were concerned about service procedure if they bought their own unit.

The rest of the respondents had either never considered buying a phone, said they had considered it but decided against it, found leasing convenient, eventually planned to buy or cited other reasons.

"This suggested to us that the majority of people who continue to lease their phones do so because of inertia. They just haven't gotten around to investigating owning a phone," said Amrhein.

She said the job of convincing this group belongs to the manufacturers, and cited examples of firms that had produced print ads detailing the advantages of ownership over leasing. "These ads might not convince a person to go out and buy a phone, but they will at least get them to think about it," Amrhein continued.

The survey also revealed that owners paid an average of $29.50 for a basic rotary dial telephone and $38.90 for a standard tone wall unit. A princess-style dial phone averaged $36.60, a princess-style tone model, $42. Consumers paid the highest price for a cordless unit, with purchases averaging $106. Clock/radio phone units came in second, with a $65.30 price tag.

The most important factor in choosing a phone was design. About 40 percent of the 555 owners said they first looked at how a unit looked and then considered other factors. Almost 30 percent of the owners said price was the main selling point. The remaining 30 percent cited other, nonlisted reasons.

Most consumers who bought a phone expected it to last forever. A full 37 percent of those asked said they assumed the unit they purchased was indestructable. Only 10 percent said they expected the unit to last, at the longest, three years.

"Nobody has ever said a phone would last forever. It's just that back in the old days people were never aware when their phone broke because a guy came over to the house and fixed it for free," said one panelist during a discussion.

Consumers do not want many of the features currently available on phones, survey findings concluded. While 45 percent of those asked said they would want a device that automatically dials emergency calls, other features were not as widely welcomed.

Only 23 percent of the respondents said they would want or need a device to put a caller on hold; 15 percent, a device to convert rotary units to tone; 20 percent, a speaker phone feature, and only nine percent, a device for intercom and paging.

"Vendors should emphasize those features which consumers can understand and closely monitor shifts at the consumer level," said Amrhein. "Fewer bells and whistles should be the key marketing strategy for 1985."

C4

A GRALLA PUBLICATION

JANUARY 1985

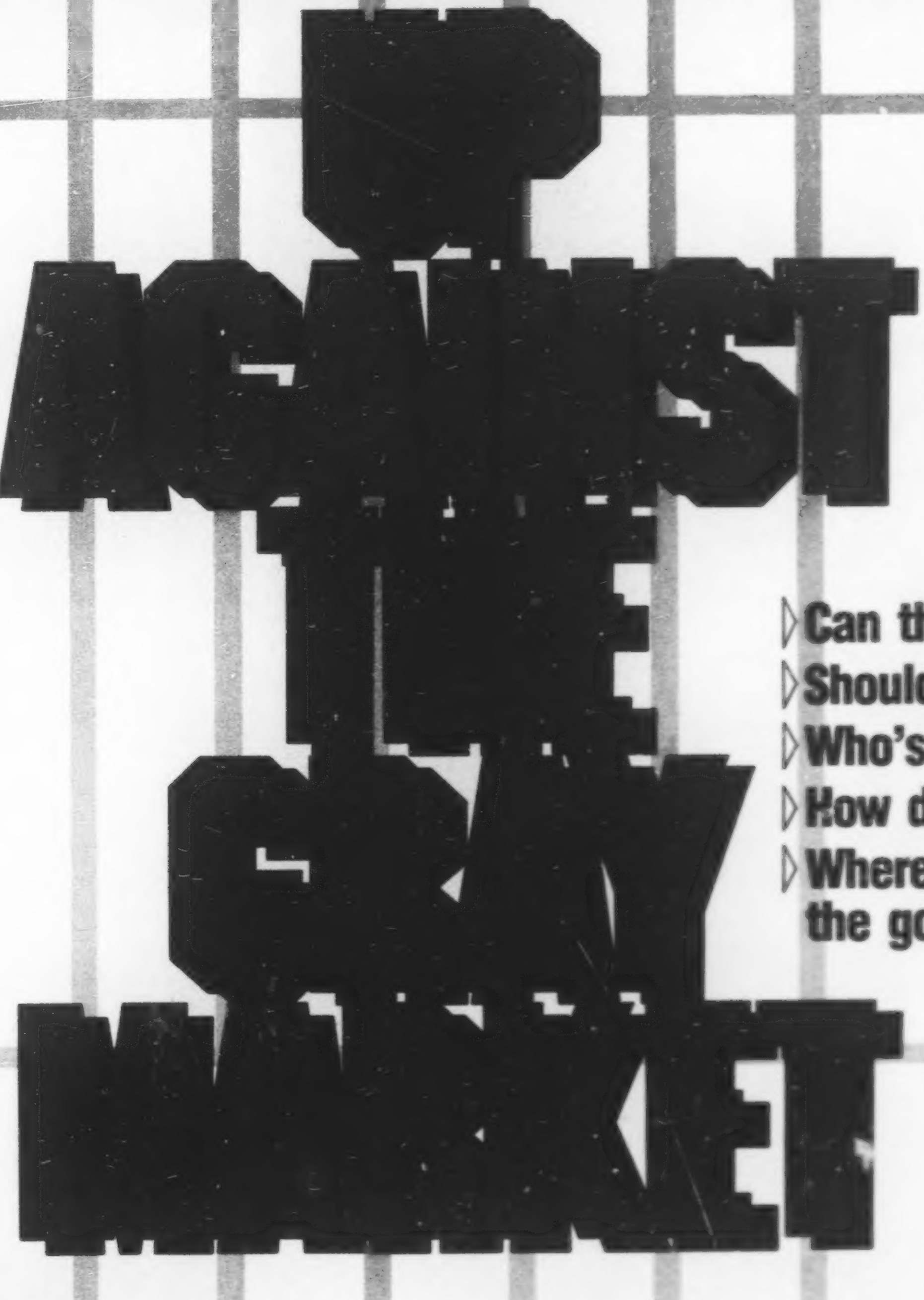
Merchandising

Home and Auto Electronics ▪ Housewares ▪ Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

U.S. RETAILERS FIND THEMSELVES

UP AGAINST THE GRAY MARKET



- ▷ Can they compete?
- ▷ Should they play?
- ▷ Who's behind it?
- ▷ How does it work?
- ▷ Where do they get the goods?

Vendors Spotlight New Products at Winter CES

New Appliances Unveiled at Home Builders' Show

Also in this issue:

- ▪ Retailers seek higher profits in hifi VCR's
- ▪ Computers prepare for a second thrust at the home market
- ▪ Phil & Jim's: Following a master plan for expansion
- ▪ A day in the life of a small appliance/personal electronics buyer
- ▪ How to deal with post-holiday stress problems
- ▪ Are cordless phones hazardous to your customers' health?

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. The Empire Strikes Back *(CBS/Fox)*	—	1
2. Purple Rain *(Warner)*	—	1
3. Romancing the Stone *(CBS/Fox)* GP	1	4
4. Splash *(Touchstone)*	3	4
5. Moscow On The Hudson *(RCA/Columbia)*	5	2
6. Conan the Destroyer *(MCA)*	16	2
7. Greystoke—The Legend of Tarzan *(Warner)* GP	2	3
8. Firestarter *(MCA)* G	4	3
9. Never Cry Wolf *(Walt Disney)*	7	2
10. The Natural *(RCA/Columbia)*	—	1
11. Against All Odds *(RCA/Columbia)*	8	3
12. The Last Starfighter *(MCA)*	—	1
13. Sixteen Candles *(MCA)*	6	3
14. The Philadelphia Experiment *(Thorn EMI)*	14	2
15. The Bounty *(Vestron)*	9	2
16. Bolero *(IVE)*	—	1
17. Footloose *(Paramount)*	11	4
18. Yentl *(CBS/Fox)* GP	10	3
19. Friday the 13th: The Final Chapter *(Paramount)*	15	2
20. The Big Chill *(RCA/Columbia)* GP	12	5
21. Cannonball Run II *(Warner)*	24	2
22. The Right Stuff *(Warner)* GP	19	6
23. Raiders of the Lost Ark *(Paramount)* GPI	—	12
24. Iceman *(MCA)* G	13	4
25. Blame It On Rio *(Vestron)* GP	18	6
26. Scarface *(MCA)*	—	6
27. Ice Pirates *(MGM/UA)* G	20	3
28. Beat Street *(Vestron)*	29	2
29. Tank *(MCA)* GP	30	6
30. Breakin' *(MGM/UA)*	17	2

Top 10 in videocassette sales

1. The Empire Strikes Back *(CBS/Fox)*	—	1
2. Purple Rain *(Warner)*	—	1
3. Raiders of the Lost Ark *(Paramount)* GPI	2	14
4. Jane Fonda's Workout *(Karl Video)* GPI	1	30
5. Star Wars *(CBS/Fox)*	—	8
6. Jane Fonda Prime Time *(Karl Video)*	—	1
7. Romancing the Stone *(CBS/Fox)* GP	5	4
8. Olympic Highlights *(Continental)* G	—	1
9. Star Trek II—The Wrath of Khan *(Paramount)*	—	10
10. Splash *(Touchstone)*	—	2

Top 5 in laserdisc sales

1. The Empire Strikes Back *(CBS/Fox)*	—	1
2. Star Wars *(CBS/Fox)*	—	8
3. Romancing the Stone *(CBS/Fox)* GP	1	4
4. Splash *(Touchstone)*	[illegible]	4
5. Greystoke—The Legend of Tarzan *(Warner)* GP	4	2

Top 5 in alternative programs

1. Jane Fonda's Workout *(Karl Video)* GPI	1	3
2. Jane Fonda Prime Time *(Karl Vide[illegible]*	—	1
3. Rolling Stones Video Rewind *(Ves[illegible]*	—	1
4. Strong Kids, Safe Kids *(Paramount)*	—	1
5. Raquel: Total Beauty and Fitness *(Thorn EMI)*	—	1

G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
P—Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

VIDEO/NEW RELEASES

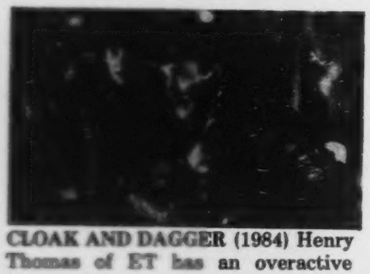
A&M VIDEO

BRYAN ADAMS RECKLESS A 30-minute mini-movie with dialogue, performance footage and rock video sequences, this film, made exclusively for home video, was released at the same time as the album of songs from which it gets its name. *Color 30 minutes VHS hifi Beta hifi C: $19.95.*

KEY VIDEO

FINDERS KEEPERS (1984) Lou Gossett Jr. stars in this off-beat comedy about a con man determined to collect $5 million stashed in a coffin and the FBI agents determined to collect the con man. Michael O'Keefe, Beverly D'Angelo, David Wayne and Pamela Stephenson co-star. Richard Lester (A Hard Day's Night) directed. *Color R 96 minutes C: $59.98.*

MCA



CLOAK AND DAGGER (1984) Henry Thomas of ET has an overactive imagination, so when he stumbles onto a real spy ring, his father (Dabney Coleman) thinks he's crying wolf. Luckily, his imaginary hero Jack Flack (also Coleman) is on hand to help foil the bad guys and make the world safe for democracy. *Color PG 101 minutes VHS hifi Beta hifi closed captioned C:$79.96.*

THE TROUBLE WITH HARRY (1955) One of Alfred Hitchcock's most unusual movies, this black comedy concerns itself with a dead body named Harry and all the people who might have killed him. Among these are Edmund Gwenn, Mildred Natwick, John Forstythe and Shirley MacLaine (in her movie debut). There is no hint of remorse among the suspects, nor respect for Harry's body, which pops up in various locales throughout the film. *Color PG 90 minutes VHS Dolby mono Beta hifi mono C: $59.95.*

MGM/UA

ELECTRIC DREAMS (1984) Science fiction and music video collide in this recent film, concerning itself with the story of a young man (Lenny Von Dohlen) and his computer (voice by Bud Cort), both in love with the same woman (Virginia Madsen). The music comes from such people as Jeff Lynne (of Electric Light Orchestra fame) and Boy George. The film was directed by Steve Barron, who previously did Michael Jackson's Billie Jean video. *Color PG 96 minutes VHS hifi Beta hifi C: $79.95.*

THE NEW ZOO REVUE VOL. I Three episodes of the children's show deal with such subjects as drugs, exercise and losing weight. Characters include Charlie the Owl, Freddie the Frog, Henrietta the Hippopotamus (who does some of the exercises) and two humans named Doug and Emmy Jo. Combining education and entertainment, the program also touches on friendship and honesty. *Color 60 minutes C: $29.95.*

PRISM

SAKHAROV (1984) Jason Robards and Glenda Jackson star as the Soviet physicist and his wife who conflicted with Communist Party officials. Sakharov was exiled for a period, and last year was said to be on a hunger strike to protest the refusal of the Party to allow his wife, Elena Bonner, to seek medical treatment outside the U.S.S.R. *Color C: $69.95.*

THORN EMI

ALL OF ME (1984) Steve Martin is Roger Cobb, a lawyer/jazz musician whose body is rather rudely intruded upon by Edwina Cutwater (Lily Tomlin), a rich woman whose only flaw seems to be that she's dead. Edwina's soul is supposed to be transferred into a beautiful woman, but it falls out the window and ends up in Roger instead. *Color PG 93 minutes C: $79.95.*

THE FAR PAVILLIONS (1983) A cut-down-to-theatrical-size version of the mini-series that aired on Home Box Office last year, this Indian epic concerns itself with an English officer (Ben Cross) and a princess (Amy Irving in the 19th Century. *Color 108 minutes C: $59.95.*

TWE

RETURN OF THE MAN FROM U.N.C.L.E. (1983) It's been 15 years, but when THRUSH steals a nuclear bomb and threatens to blow it up, Napoleon Solo (Robert Vaughn) and Illya Kuryakin (David McCallum) give up their cushy new businesses and come back to save the world one more time. Patrick MacNee has taken over for the late Leo G. Carroll as the head of the United Network Command for Law Enforcement, but the mixture of spy action and self-parody are intact from the Sixties TV series. Anthony Zerbe and Keenan Wynn co-star. *Color 96 minutes C: $69.96.*

Correction

In last month's New Releases, it was incorrectly stated that the Robert Redford film The Natural, released by RCA/Columbia, was based on a story by Isaac Bashevis Singer. The actual author was Bernard Malamud.

C4200-1

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FEBRUARY 1985

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

CHAIN REACTION

Vendors and other retailers learn to cope as today's market-hungry chains alter the face of retailing consumer electronics and major appliances

Also in this issue:

- Are utility companies competing unfairly in selling major appliances?
- Housewares co-op dollars: A user's manual and points to ponder
- The new buzzword in computer software is interactive fiction
- Japanese vendors start adding color to American microwave ovens
- Cordless phone manufacturers shake out the old goods, bring in the new
- Videotape prices stabilize, but spot shortages are predicted

Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

February 1985
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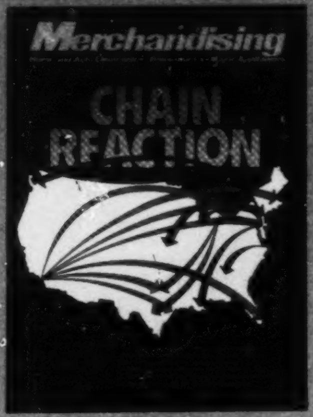

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

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Top 10 in videocassette sales

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Top 5 in laserdisc sales

[illegible]

Top 5 in alternative programs

[illegible]

NEW RELEASES

CBS/FOX

MUPPETS TAKE MANHATTAN (1984) And Broadway, by storm. With a possible marriage to Miss Piggy hanging in the balance, Kermit the Frog takes his college hit Manhattan Melodies to town in hopes of becoming a Broadway success. Along the way, he and the Muppet gang run into such types as Joan Rivers, Elliot Gould, Gregory Hines and Dabney Coleman. *Color G 94 minutes closed captioned C: $79.98.*

REVENGE OF THE NERDS (1984) This surprise summer hit deals with a couple of, well, nerds (Robert Carradine and Anthony Edwards) who are snubbed by the fraternity crowd and, well, take revenge. The Animal House flavor is heightened by the presence of clean-cut student villains and lots of lovely co-eds who earned the film its R rating. *Color R 89 minutes closed captioned C:$79.98.*

L/A HOUSE

HOW TO REPAIR YOUR OWN VIDEOCASSETTE Janet and Judy Robinson, a singing duo, show how to fix busted tapes with simple tools and instructions in what is billed as the first in a series of how-to tapes to star the sisters. Among the topics covered are how to splice tapes that can't be opened, repairing tape reversal, editing material, cleaning a tape and case, finding the source of problems and identifying incurable defects. *Color 40 minutes C: $39.95.*

MCA

THE WILD LIFE (1984) After achieving great financial success, the producer and writer of Fast Times at Ridgemont High teams up with the brother of one of its stars (Christopher Penn) to create this tale of a recent high school graduate (played by Eric Stoltz) making his way in the world of swinging adults. He moves into an apartment with a worldly friend (Penn) and experiences women, drugs and rock n' roll. Written by Cameron Crowe, directed by Art Linson and produced by both. *Color R96 minutes Beta hifi stereo VHS hifi stereo closed captioned C: $79.95.*

PACIFIC ARTS

TAKING MY TURN This showcase for a number of talented actors and singers in their prime is a story about aging that manages to be touching without being depressing. The Off-Broadway hit was filmed specifically for video, and was produced by Sonny Fox and directed by Terry Hughes. Starring Margaret Whiting and Cissy Houston. *Color 87 minutes Beta hifi stereo VHS hifi stereo C:$39.95.*

PARAMOUNT

STAR TREK III-THE SEARCH FOR SPOCK (1984) This third entry in the theatrical series picks up right where the second left off, with the crew of the U.S.S. Enterprise mourning its beloved Vulcan. Soon though, there are signs that Spock is alive after all, on a planet about to explode. And a murderous band of Klingons is on its way to investigate. The entire TV cast showed up, with William Shatner, DeForest Kelley, James Doohan and George Takei among them. Leonard Nimoy (Spock) directed. *Color PG 105 minutes Beta hifi stereo VHS hifi stereo closed captioned C:$29.95.*

RCA/COLUMBIA

THE EVIL THAT MEN DO (1984) Charles Bronson is back, aggressive as always. In this film, he's a professional hit man called upon to break up a Central American government's political torture ring. With Jose Ferrer and Theresa Saldana, directed by J. Lee Thompson. *Color R 90 minutes Beta hifi VHS hifi closed captioned C:$79.95.*

VESTRON

THE WOMAN IN RED (1984) Gene Wilder wrote, directed and stars in this romantic comedy about a man obsessed with the sight of a lovely model and his efforts to do something about it without getting his wife (Judith Ivey) suspicious. Kelly Le Brock plays the title role, and Joseph Bologna and Charles Grodin also co-star. *Color PG-13 87 minutes Beta hifi C: $19.95.*

WALT DISNEY

LOVE LEADS THE WAY (1985) This made-for-home-video film tells the story of Morris Frank, who founded the Seeing Eye dog movement in the 1930's. Timothy Bottoms plays Frank, who is blinded in an accident and travels to Switzerland to work with Dorothy Eustins (Eva Marie Saint) on Seeing Eye dog experiments. Patricia Neal, Ernest Borgnine, Arthur Hill, Glynnis O'Connor, Susan Dey and Ralph Bellamy co-star. The film was directed by Delbert Mann. *Color 99 minutes C:$69.95.*

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63rd Annual Statistical & Marketing Report

Downsized food processors seek to expand market

Consumer education needed to move electronically controlled products

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. Police Academy *(Warner)* GP	3	2
2. Tightrope *(Warner)*	—	1
3. The Natural *(RCA/Columbia)*	5	3
4. Purple Rain *(Warner)* GP	2	3
5. All Of Me *(Thorn EMI)*	—	1
6. The Empire Strikes Back *(CBS/Fox)*	1	3
7. Romancing the Stone *(CBS/Fox)*	4	6
8. The Last Starfighter *(MCI)* GPI	6	3
9. Dreamscape *(Thorn EMI)* GP	8	2
10. Splash *(Touchstone)*	7	6
11. Cloak & Dagger *(MCA)* GP	27	2
12. The Neverending Story *(Warner)* GP	12	2
13. Best Defense *(Paramount)*	—	1
14. The Woman In Red *(Vestron)* GP	—	1
15. Moscow On the Hudson *(RCA/Columbia)*	9	4
16. Bolero *(IVE)*	13	3
17. Against All Odds *(RCA/Columbia)*	16	5
18. The Philadelphia Experiment *(Thorn EMI)* GP	11	4
19. The Evil That Men Do *(RCA/Columbia)*	—	1
20. Greystoke-The Legend of Tarzan *(Warner)* GP	15	5
21. Top Secret! *(Paramount)*	19	2
22. Conan the Destroyer *(MCA)* GP	10	4
23. Mike's Murder *(Warner)*	—	1
24. Breakin' *(MGM/UA)* GPI	25	4
25. Sixteen Candles *(MCA)*	20	5
26. Electric Dreams *(MGM/UA)*	—	1
27. Streets of Fire *(MCA)* G	14	2
28. Never Cry Wolf *(Walt Disney)*	24	4
29. Rhinestone *(CBS/Fox)*	—	1
30. Up the Creek *(Vestron)*	—	2

Top 10 in videocassette sales

1. Purple Rain *(Warner)* GP	2	2
2. Jane Fonda's Workout *(Karl Video)* GPI	3	32
3. The Empire Strikes Back *(CBS/Fox)*	1	3
4. Jane Fonda Prime Time *(Karl Video)*	9	3
5. Raiders of the Lost Ark *(Paramount)* GPI	4	16
6. Star Trek II: The Wrath of Khan *(Paramount)* GPI	6	12
7. The Natural *(RCA/Columbia)*	8	2
8. Olympic Highlights *(Continental)* GP	—	2
9. Tightrope *(Warner)*	—	1
10. Jane Fonda's Workout Challenge *(Karl Video)*	—	2

Top 5 in laserdisc sales

1. The Empire Strikes Back *(CBS/Fox)*	1	3
2. Purple Rain *(Warner)* GP	2	2
3. Tightrope *(Warner)*	—	1
4. Police Academy *(Warner)* GP	4	2
5. The Neverending Story *(Warner)* GP	—	1

Top 5 in alternative programs

1. Jane Fonda's Workout *(Karl Video)* GPI	1	5
2. Jane Fonda Prime Time *(Karl Video)*	2	3
3. Duran Duran-Dancing on the Valentine *(Sony)* G	3	2
4. Raquel: Total Beauty and Fitness *(Thorn EMI)* G	5	3
5. Olympic Highlights *(Continental)* GP	—	3

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

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TDK
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120
TDK
HS
HIGH STANDARD
SUPER AVILYN
TDK
SUPER AVILYN

63RD ANNUAL
STATISTICAL & MARKETING REPORT

1984 added up to one of the best years ever in hardgoods retailing

It was a year the hardgoods industry entered with caution. Buoyed by a turnaround in 1983, executives in consumer electronics, major appliances and housewares were optimistic about 1984, yet uncertain that the good luck would hold.

But hold it did. And for many, it became a year in which records were broken and, perhaps, even a few legends born. Each group had its leaders—the VCR and the color TV in consumer electronics, the microwave oven and the air conditioner in major appliances, the (surprise!) iron in housewares. But, in general, sales across the board were good. There were few really big losers.

We already know 1984 was a big year (many ballpark numbers are out). But how did it break down, product by product, feature by feature, store by store? That is the thrust of this report.

On the next 23 pages, we're going to let the numbers do the talking. The charts will tell the tale. Each product section is led by a 5 Year Table, listing the major products and tracking their performance from 1979 through 1984, both in units shipped to retailers and in retail dollar volume. Following these tables come, product by product, Highlights charts which provide more detailed information about some of the products, including a breakdown on where they were sold.

Next comes the World Marketing section, listing imports and exports of selected products. Finally, the Market Profiles page wraps it all up, showing the rate of growth of each state in the union.

Tracking the trends

But what do the numbers tell us?

Looking first at major appliances, we find that while it was a great year for almost every product, microwave ovens and air conditioners provided the foundation on which the records were built.

On the retail side, appliance/TV stores seem to have lost some ground, particularly to the catalog stores such as Sears and Penneys.

There was also a trade-up trend in evidence, almost across the board. People were buying more expensive dishwashers, larger and higher-priced refrigerators, washers that offered greater capacity and more dryers with automatic cycles.

Only in microwave ovens was the opposite true. There, as more and more vendors rushed into the market with smaller and smaller ovens, prices and sizes both fell.

Trading up was also in evidence in certain categories in consumer electronics. While color TV sales were breaking all records, consumers were also buying larger screen sizes and an increasing number of units with remote controls and cable-ready features. And although autosound sales were fairly flat, people were opting for a higher-end, more-expensive purchase. Then too, in telephones, quality standard models and those with advanced electronics were the winners over inexpensive one-piece products of days gone by.

VCR's, like microwave ovens, were the major exception as prices continued to fall and a fairly basic product dominated the market. And although sales of portables did increase, they were not in line with those for tabletop units. Either the camcorder vs. eight-mm vs. everything else controversy had confused enough people to keep them out of the market altogether, or they just continued to be much more interested in time shifting and playback than in doing their own recording.

Nevertheless, people are using their VCR's, as evidenced by the fact that blank tape sales went through the roof last year.

Elsewhere in consumer electronics, the compact disc player spent its first full year on the market getting off to a better-than-expected start, even if prices were falling faster than what had been hoped for. And the electronic typewriter was breaking a few records of its own, bringing new vendors into the arena with promises of some exciting new products designed to keep the market hot.

In housewares, while the year was relatively flat, there were still a few stars, especially the iron. If ever there was a case of a mature product being brought back to life, this is it. New features, thanks to electronics, and a boom in travel products have done wonders for sales.

Also doing well are a few air treatment products—fans, portable electric heaters and the relatively new ultrasonic humidifier. And the hand-held rechargeable vacuum has lost none of its strength, at least in units shipped.

All of which leads us back to just about the same point we were at 12 months ago—coming off of a good year, cautiously optimistic about the new one. Which bodes fairly well for our 64th annual report next year. Let's hope it records yet a few more broken records.

—Lee Rath
editor

How we did it

The data presented in *Merchandising's* 63rd Annual Statistical and Marketing Report is based on information provided by leading manufacturers (and/or their agencies) of the many product lines listed. While most of the information was gotten via mailed questionnaires, a considerable number of in-person and telephone interviews were conducted by *Merchandising's* editors in an attempt to make the number of respondents as sizable as possible.

Survey participants were asked to give their best estimates of the percent change in the number of units shipped, industrywide, for the particular line of merchandise in question. The period covered was the calendar year being surveyed as compared with the previous year. For this report, the 63rd in the series, the change requested was for 1984 vs. 1983. Where a potential respondent was not in considerable agreement with our estimate for 1983 (printed in March 1984), that informant was asked to provide his "corrected" 1983 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies, but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represent the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 63rd annual report is based on consensus rather than census. The questions asked of our respondents, whether by questionnaire or by interview, referred to their opinions of the industrywide changes rather than to individual company performances. None of the manufacturers were asked for the annual changes in their own company's shipments, or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

It is understandable, therefore, that information that these manufacturers get from government agencies, market research companies, and their own trade associations (the Electronic Industries Association/Consumer Electronics Group, the Association of Home Appliance Manufacturers, the National Housewares Manufacturers Association among them) would influence the answers to *Merchandising's* questions and, therefore, the results printed here. In some cases, the consensus provided us was so supportive of the estimates distributed by one or more of the aforementioned associations, that the figure we published was very close to the one provided by that organization. In those cases where *Merchandising's* estimates were significantly different than that of a leading association, the reason was usually because of some differences in definition, or that we include imports, or exclude exports . . . or all of these combined.

The editors of *Merchandising* and its market research staff are grateful to the many manufacturers, and their agencies who gave us the benefit of their knowledge of these industries. This report and its many predecessors were made possible by their cooperation.

—Robert Leibson
research director

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Design: Bralow Ink

MAJOR APPLIANCES 5 YEAR TABLES

PRODUCTS	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)
AIR TREATMENT										
Air Cleaners, Electronic, Total	**220**	**94,732**	**196**	**82,032**	**178**	**72,354**	**230**	**90,955**	**224**	**82,912**
Portable (room type)*	69	20,050	61	17,209	55	15,455	65	17,563	60	15,180
Central and Duct-mounted	151	74,682	135	64,823	123	56,899	165	73,392	164	67,732
Air Conditioners, Room†	2,929	1,293,534	1,829	804,522	2,505	1,069,843	3,236	1,301,512	2,907	1,081,889
Dehumidifiers	587	107,198	437	79,643	435	77,776	531	90,437	634	97,770
Total Air Treatment	**3,736**	**1,495,464**	**2,462**	**966,197**	**3,118**	**1,219,973**	**3,997**	**1,482,904**	**3,765**	**1,262,571**
KITCHEN APPLIANCES										
Dishwashers, Total†	**3,428**	**1,367,743**	**3,054**	**1,205,383**	**2,181**	**846,096**	**2,573**	**952,263**	**2,721**	**959,454**
Portable	245	102,310	267	113,771	235	98,754	313	124,086	393	146,982
Undercounter & Other	3,183	1,265,433	2,787	1,091,612	1,946	747,342	2,260	828,177	2,328	812,472
Disposers, Food Waste†	4,052	465,939	3,514	395,009	2,693	293,052	3,067	320,930	2,885	276,960
Freezers, Total (10 cu. ft. & over)†	**1,114**	**544,515**	**1,166**	**568,077**	**1,290**	**621,105**	**1,589**	**723,635**	**1,715**	**731,402**
Chest	572	268,697	617	289,256	719	335,399	891	393,216	951	393,714
Upright	542	275,818	549	278,821	571	285,706	698	330,419	764	337,688
Microwave Ovens, Total†	**9,020**	**3,262,151**	**6,006**	**2,586,182**	**4,201**	**1,979,006**	**4,575**	**2,275,349**	**3,585**	**1,612,354**
Countertop	7,700	2,422,882	4,951	1,832,811	3,334	1,327,098	4,104	1,789,344	3,320	1,347,920
Over-the-range	783	336,807	570	281,757	460	250,978				
Combination Units	309	317,496	290	297,420	245	247,930	303	316,355	265	264,434
Microwave/Convection	228	184,966	195	174,194	162	153,000	168	169,650	**	**
Ranges, Electric, Total†	**3,164**	**1,476,969**	**2,839**	**1,299,044**	**2,041**	**901,755**	**2,413**	**1,026,028**	**2,544**	**1,048,176**
Freestanding††	2,503	1,182,467	2,210	1,021,573	1,590	706,707	1,852	799,188	1,952	817,888
All Other††	661	294,502	629	277,471	451	195,048	561	226,840	592	230,288
Ranges, Gas, Total†	**1,736**	**785,236**	**1,578**	**694,995**	**1,383**	**584,773**	**1,501**	**619,473**	**1,534**	**582,877**
Freestanding, Set-In††	1,536	666,655	1,395	588,969	1,220	493,844	1,306	513,258	1,323	477,603
High Oven	93	68,033	87	61,910	78	53,371	96	63,744	107	63,986
Built-In††	107	50,548	96	44,116	85	37,558	99	42,471	104	41,288
Ranges, Smoothtop	94	60,437	104	65,879	103	63,654	134	80,400	155	93,000
Refrigerators (6.5 cu. ft. & over)†	5,731	4,000,754	5,255	3,607,137	4,365	2,937,470	4,997	3,227,262	5,173	3,093,454
Trash Compactors†	178	55,159	152	46,406	145	42,689	171	48,843	191	50,615
—Duplication†††	– 403	– 377,933	– 394	– 363,299	– 348	– 311,584	– 437	– 396,755	– 420	– 357,434
Total Kitchen Appliances	**28,114**	**11,640,970**	**23,274**	**10,104,813**	**18,054**	**7,958,016**	**20,583**	**8,877,428**	**20,083**	**8,090,858**
HOME LAUNDRY										
Dryers, Total (25" or more in width)†	**3,484**	**1,259,351**	**3,111**	**1,102,076**	**2,612**	**897,860**	**2,892**	**921,090**	**2,933**	**858,442**
Electric	2,734	972,566	2,456	856,530	2,026	682,681	2,221	692,950	2,257	645,502
Gas	750	286,785	655	245,546	586	215,179	671	228,140	676	212,940
Washers, Total (25" or more in width)†	**4,711**	**2,154,404**	**4,315**	**1,931,793**	**3,791**	**1,640,534**	**4,195**	**1,676,135**	**4,254**	**1,641,930**
Automatic & Semi-Auto	4,673	2,144,206	4,264	1,918,160	3,714	1,620,492	4,081	1,648,724	4,122	1,611,702
Wringer & Spinner	38	10,198	51	13,633	77	20,042	114	27,411	132	30,228
Total Home Laundry	**8,195**	**3,413,755**	**7,426**	**3,033,869**	**6,403**	**2,538,394**	**7,087**	**2,597,225**	**7,187**	**2,500,372**
COMPACT APPLIANCES										
Refrigerators (Under 6.5 cu. ft.)	602	126,059	568	116,605	493	99,714	534	103,852	543	101,541
Freezers (Under 10 cu. ft.)	247	77,691	242	74,626	225	69,593	291	87,300	310	86,800
Washers (24" or less in width)	293	88,310	278	83,622	252	74,315	284	82,110	266	73,948
Dryers (24" or less in width)	163	63,649	171	59,238	166	56,379	206	66,950	207	66,033
Total Compact Appliances	**1,325**	**355,709**	**1,259**	**334,091**	**1,136**	**300,001**	**1,315**	**340,212**	**1,326**	**328,322**

*Retailing for $200 or more
**Not broken out separately
†See Highlights charts for further breakdown
††Includes microwave oven combinations
†††Microwave oven combinations and Smoothtop ranges

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

AIR TREATMENT
Air Conditioners, Room

Room air conditioner shipments by size of unit

Size in Btu's	% change in units shipped 1984/83	% of shipments 1984	1983
Under 7,000	+72.8%	33.8%	31.4%
7,000-10,999	+50.3	29.7%	31.6
11,000-19,999	+47.9	27.1	29.3
20,000 & over	+95.0	9.4	7.7
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	1983
Under $150	+59.5%	2.0%	2.0%
$150-$250	+60.2	25.0	25.0
$251-$350	+60.1	27.0	27.0
$351-$450	+59.5	25.0	25.0
$451-$550	+47.0	11.0	12.0
$551-$650	+60.4	5.0	5.0
$651-$750	+59.5	2.0	2.0
Over $750	+137.8	3.0	2.0
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by type of controls

	% change in units shipped 1984/83	% of shipments 1984	1983
Electronic solid-state	+116.1%	2.3%	1.7%
Mechanical	+59.2	97.7	98.3
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by installation type

	% change in units shipped 1984/83	% of shipments 1984	1983
Regular	+60.2%	88.0%	88.0%
Casement	+60.0	3.0	3.0
Through-the-wall	+60.0	9.0	9.0
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by E.E.R. rating

	% change in units shipped 1984/83	% of shipments 1984	1983
High (7.5 & over)	+61.1%	50.9%	50.6%
Low (Under 7.5)	−0.6	49.1	49.4
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+60.2%	29.0%	29.0%
Builder/contractor	+60.3	4.0	4.0
Catalog showroom	+60.0	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+60.1	23.0	23.0
Department store	+60.2	11.0	11.0
Discount store	+60.2	25.0	25.0
Furniture store	+59.5	2.0	2.0
Home improvement center	+59.5	2.0	2.0
Kitchen remodeler	+61.1	1.0	1.0
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

KITCHEN APPLIANCES
Dishwashers

Built-in dishwasher shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	1983
Under $250	−20.1%	7.0%	10.0%
$250-$299	−3.8	16.0	19.0
$300-$349	+14.2	25.0	25.0
$350-$399	+21.3	17.0	16.0
$400-$450	+29.4	17.0	15.0
Over $450	+37.1	18.0	15.0
Total	+14.2%	100.0%	100.0%

Based on 3,163,000 units for 1984 and 2,787,000 units for 1983

Portable dishwasher shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	1983
Under $250	−17.2%	10.0%	11.0%
$250-$299	−12.5	17.0	18.0
$300-349	—	24.0	22.0
$350-$399	−11.5	22.0	23.0
$400-$450	−2.9	14.0	13.0
Over $450	−8.6	13.0	13.0
Total	−8.2%	100.0%	100.0%

Based on 245,000 units for 1984 and 267,000 units for 1983

Dishwasher shipments by color

	% change in units shipped 1984/83	% of shipments 1984	1983
Almond	−1.0%	15.0%	17.0%
Avocado	—	*	1.0
Coffee	—	*	1.0
Coppertone	—	*	1.0
Harvest gold	+130.0	2.0	1.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	*	**
Wheat	−45.2	1.0	2.0
White	+40.0	10.0	8.0
Wood grain	+13.3	1.0	1.0
Multicolor panel packages	+19.1	69.0	65.0
Other	+37.0	1.0	3.0
Total	+12.2%	100.0%	100.0%

Based on 3,428,000 units for 1984 and 3,054,000 units for 1983

*None indicated for 1984 by our respondents
**None indicated for 1983 by our respondents

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

Dishwasher sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+7.6%	23.0%	24.0%
Builder/contractor	+16.0	32.0	31.0
Catalog showroom	+9.7	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+16.9	25.0	24.0
Department store	−44.3	1.0	2.0
Discount store	+12.6	6.0	6.0
Furniture store	+9.7	1.0	1.0
Home improvement center	+48.9	4.0	3.0
Kitchen remodeler	+12.6	6.0	6.0
Plumbing contractor	−44.3	1.0	2.0
Total	+12.2%	100.0%	100.0%

Based on 3,426,000 units for 1984 and 3,054,000 units for 1983

Food waste disposer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+2.5%	8.0%	9.0%
Builder/contractor	+15.3	27.0	27.0
Catalog showroom	+17.1	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+30.6	17.0	15.0
Department store	−41.4	1.0	2.0
Home improvement center	+2.5	8.0	9.0
Kitchen remodeler	+15.3	11.0	11.0
Plumbing contractor	+19.7	27.0	26.0
Total	+15.3%	100.0%	100.0%

Based on 4,052,000 units for 1984 and 3,514,000 units for 1983

Freezer shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
10-14 cu. ft.	−4.8%	17.9%	17.9%
15 cu. ft.	−5.1	26.6	26.8
16 & 17 cu. ft.	−5.1	16.8	16.9
18 & 19 cu. ft.	−4.2	10.3	10.3
20 cu. ft. & over	−3.4	28.4	28.1
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Freezer shipments by defrosting system

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
No-frost	−23.2%	6.0%	7.0%
All other	−3.0	94.0	93.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Freezer shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $300	−0.3%	24.0%	23.0%
$300-$399	+0.4	41.0	39.0
$400-$499	−7.7	27.0	28.0
$500-$800	−18.3	6.0	7.0
Over $800	−37.1	2.0	3.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Freezer shipments by color

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	+1.4%	19.0%	18.0%
Avocado	−8.3	1.0	1.0
Coffee	—	*	1.0
Harvest gold	−8.3	1.0	1.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	*	**
Wheat	−8.3	1.0	1.0
White	−1.3	76.0	77.0
Wood grain	−8.3	1.0	1.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Freezer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+2.5%	15.0%	14.0%
Builder/contractor	−8.3	1.0	1.0
Catalog store (Sears, Penneys, etc.)	−2.5	49.0	48.0
Department store	−11.0	13.0	14.0
Discount store	+2.5	15.0	14.0
Furniture store	−24.7	3.0	4.0
Home improvement center	−4.3	2.0	2.0
Kitchen remodeler	−8.3	1.0	1.0
Other	−52.2	1.0	2.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Microwave Ovens

Countertop microwave oven shipments by cavity size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
0.5-0.7 cu. ft.	+113.6%	14.7%	10.7%
0.8-1.0 cu. ft.	+67.4	19.7	18.3
1.1-1.3 cu. ft.	+43.5	40.6	44.0
1.4 cu. ft. and over	+44.0	25.0	27.0
Total	+55.5%	100.0%	100.0%

Based on 7,7[illegible] units for 1984 and 4,961,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

KITCHEN APPLIANCES, cont.

Microwave Ovens, cont.

Microwave oven/range combination shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Single cavity	+7.7%	13.6%	13.4%
Double oven, gas	+8.6	12.3	12.0
Double oven, electric	+6.0	74.1	74.5
Total	+6.6%	100.0%	100.0%

Based on 300,000 units for 1984 and 290,000 units for 1983

Microwave/convection oven shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Countertop	+25.4%	78.1%	72.8%
Full range size	−5.7	21.9	27.2
Total	+16.9%	100.0%	100.0%

Based on 228,000 units for 1984 and 195,000 units for 1983

Countertop microwave oven shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	1983
Under $200	+180.6%	9.0%	5.0%
$200-$249	+144.1	11.0	7.0
$250-$299	+96.9	19.0	15.0
$300-$349	+45.1	14.0	15.0
$350-$399	+45.8	15.0	16.0
$400-$499	+24.4	20.0	25.0
$500-$600	+7.8	9.0	13.0
Over $600	+16.7	3.0	4.0
Total	+55.5%	100.0%	100.0%

Based on 7,700,000 units for 1984 and 4,951,000 units for 1983

Microwave oven sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+42.1%	35.0%	37.0%
Builder/contractor	+50.0	2.0	2.0
Catalog showroom	+50.4	4.0	4.0
Catalog store (Sears, Penneys, etc.)	+60.9	30.0	28.0
Department store	+28.5	6.0	7.0
Discount store	+80.0	12.0	10.0
Furniture store	+12.9	3.0	4.0
Home improvement center	+50.0	1.0	1.0
Kitchen remodeler	+50.0	3.0	3.0
Microwave specialty store	+50.4	4.0	4.0
Total	+50.2%	100.0%	100.0%

Based on 9,020,000 units for 1984 and 6,006,000 units for 1983

Ranges, Electric

Electric range shipments by size

	% change in units shipped 1984/83	% of shipments 1984	1983
24 in. & under	+11.3%	10.0%	10.0%
30 in.	+12.7	88.0	87.0
36 in.	−43.9	1.0	2.0
40 in.	+14.3	1.0	1.0
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Freestanding	+13.3%	79.1%	77.8%
Slide-in	+3.5	4.7	5.1
Drop-in	+4.1	4.0	4.3
Cooktop	+7.4	6.4	6.6
Built-in wall oven	+4.6	5.8	6.2
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments by cleaning system

	% change in units shipped 1984/83	% of shipments 1984	1983
Self-cleaning	+13.3%	41.1%	40.4%
Continuous-cleaning	+8.4	18.4	19.0
All other	+11.0	40.5	40.6
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% change in units shipped 1984/83	% of shipments 1984	1983
Accept options	+16.6%	11.3%	10.8%
Do not accept options	+10.8	88.7	89.2
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments by color—
See Gas Range category.

Electric range sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+8.6%	38.0%	39.0%
Builder/contractor	+29.9	14.0	12.0
Catalog showroom	+14.3	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+16.8	22.0	21.0
Department store	−16.7	3.0	4.0
Discount store	−25.9	2.0	3.0
Furniture store	+11.8	3.0	3.0
Home improvement center	+10.5	4.0	4.0
Kitchen remodeler	+11.4	12.0	12.0
Other	+14.3	1.0	1.0
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

KITCHEN APPLIANCES, cont.

Ranges, Gas

Gas range shipments by size

	% change in units shipped 1984/83	% of shipments	
		1984	1983
24 in. & under	+10.0%	12.0%	12.0%
30 in.	+11.4	80.0	79.0
36 in.	−3.2	7.0	8.0
40 in.	+6.3	1.0	1.0
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984
and 1,578,000 units for 1983

Gas range shipments by cleaning system

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Self-cleaning	+10.6%	12.6%	12.5%
Continuous-cleaning	+7.8	30.4	31.1
All other	+11.1	57.0	56.4
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984
and 1,578,000 units for 1983

Gas range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Accept options	+22.1%	4.8%	4.3%
Do not accept options	+9.5	95.2	95.7
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984
and 1,578,000 units for 1983

Range shipments by color (electric and gas)

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Almond	+13.2%	51.0%	50.0%
Avocado	+11.4	1.0	1.0
Coffee	+11.4	1.0	1.0
Coppertone	+11.4	1.0	1.0
Harvest gold	−17.0	3.0	4.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	1.0	**
Wheat	+11.4	1.0	1.0
White	+5.6	20.0	21.0
Black glass and other	+5.6	20.0	21.0
Total	+10.9%	100.0%	100.0%

Based on 4,900,000 units for 1984
and 4,417,000 units for 1983

**None indicated for 1983 by our respondents

Gas range sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+10.0%	41.0%	41.0%
Builder/contractor	+22.5	10.0	9.0
Catalog showroom	+6.3	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+10.1	30.0	30.0
Department store	−25.5	2.0	3.0
Discount store	−17.5	3.0	4.0
Furniture store	+9.9	7.0	7.0
Home improvement center	+6.3	1.0	1.0
Kitchen remodeler	+9.5	4.0	4.0
Other	—	1.0	**
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984
and 1,578,000 units for 1983

**None indicated for 1983 by our respondents

Refrigerators

Refrigerator shipments by size

	% change in units shipped 1984/83	% of shipments	
		1984	1983
6.5 to 11 cu. ft.	+13.8%	6.9%	6.6%
12 & 13 cu. ft.	+2.0	6.2	6.6
14 & 15 cu. ft.	+8.2	23.7	23.9
16 & 17 cu. ft.	+2.9	22.9	24.3
18 & 19 cu. ft.	+13.6	19.4	18.6
20 & 21 cu. ft.	+16.2	11.5	10.8
22 & over	+11.6	9.4	9.2
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

Refrigerator shipments by freezing compartment*

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Top-mount	+9.7%	79.0%	78.5%
Bottom-mount	+9.0	1.7	1.7
Side-by-side	+9.1	13.5	13.5
Single door	+0.9	5.8	6.3
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

*For Refrigerators 6.5 cu. ft. and over

Refrigerator shipments by defrosting system*

	% change in units shipped 1984/83	% of shipments	
		1984	1983
No-frost	+9.9%	89.0%	88.4%
All other	+2.9	11.0	11.6
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

*For Refrigerators 6.5 cu. ft. and over

Refrigerators shipped with energy-saving devices

	% change in units shipped 1984/83	% of shipments	
		1984	1983
With energy-saving devices	+10.3%	90.0%	89.0%
Without energy-saving devices	−9.9	10.0	11.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

(See 'How we did it,' page 79, for credits)

KITCHEN APPLIANCES, cont.

Refrigerators, cont.

Refrigerators shipped with automatic ice makers

	% change in units shipped 1984/83	% of shipments	
		1984	1983
With ice makers	+9.0%	16.0%	16.0%
Without ice makers	+9.1	84.0	84.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

Refrigerators shipped with through-the-door ice and/or water

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Top-mount	+37.0%	5.0%	4.0%
Side-by-side	+9.0	28.0	28.0

Based on 4,525,000 Top-Mount units for 1984
and 4,125,000 for 1983;
and 776,000 Side-By-Side units for 1984
and 711,000 for 1983.

Refrigerator shipments by retail price range

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Under $300	+9.0%	4.0%	4.0%
$300-$399	+9.1	10.0	10.0
$400-$499	+9.0	20.0	20.0
$500-$649	−1.2	29.0	32.0
$650-$799	+21.1	20.0	18.0
$800-$1,000	+20.2	11.0	10.0
Over $1,000	+8.9	6.0	6.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

Refrigerator shipments by color

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Almond	+11.0%	57.0%	56.0%
Avocado	−45.7	1.0	2.0
Coffee	−45.7	1.0	2.0
Harvest gold	−27.0	4.0	6.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	1.0	**
Wheat	+7.5	1.0	1.0
White	+12.6	33.0	32.0
Wood grain	+7.5	1.0	1.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

**None indicated for 1983 by our respondents

Refrigerator sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+5.6%	31.0%	32.0%
Builder/contractor	+16.8	15.0	14.0
Catalog store (Sears, Penneys, etc.)	+12.8	30.0	29.0
Department store	+9.2	6.0	6.0
Discount store	+9.1	5.0	5.0
Furniture store	+9.1	5.0	5.0
Home improvement center	+45.9	4.0	3.0
Kitchen remodeler	+63.8	3.0	2.0
Other	−72.9	1.0	4.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984
and 5,255,000 units for 1983

Trash Compactors

Trash compactor shipments by color

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Almond	+20.0%	44.0%	43.0%
Avocado	0.0	1.0	1.0
Coffee	−25.0	2.0	3.0
Coppertone	0.0	1.0	1.0
Harvest gold	−37.5	3.0	5.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	1.0	**
Wheat	+20.0	10.0	10.0
White	+14.0	32.0	33.0
Wood grain	0.0	1.0	1.0
Other	+75.0	4.0	3.0
Total	+17.1%	100.0%	100.0%

Based on 178,000 units for 1984
and 152,000 units for 1983

**None indicated for 1983 by our respondents

Trash compactor sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+20.0%	27.0%	26.0%
Builder/contractor	+28.1	23.0	21.0
Catalog showroom	—	*	1.0
Catalog store (Sears, Penneys, etc.)	+17.1	27.0	27.0
Department store	−6.7	8.0	10.0
Discount store	−33.3	1.0	2.0
Home improvement center	+40.[illegible]	4.0	3.0
Kitchen remodeler	+20.0	10.0	10.0
Total	+17.1%	100.0%	100.0%

Based on 178,000 units for 1984
and 152,000 units for 1983

*None indicated for 1984 by our respondents

HOME LAUNDRY

Dryers

Dryer shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Automatic fabric settings	+18.2%	76.0%	72.0%
Time-dry	−4.0	24.0	28.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984
and 3,111,000 units for 1983

Dryer shipments by internal control type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Electronic solid-state	+11.9%	10.0%	10.0%
Mechanical	+12.0	90.0	90.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984
and 3,111,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

KITCHEN APPLIANCES, cont.

Dryers, cont.

Dryer sales by color

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Almond	+11.9%	34.0%	34.0%
Avocado	+12.9	1.0	1.0
Coffee	-	1.0	**
Harvest gold	−15.3	3.0	4.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	*	**
White	+10.1	60.0	61.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984
and 3,111,000 units for 1983

*None indicated for 1984 by our respondents
**None indicated for 1983 by our respondents

Dryer sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+2.1%	31.0%	34.0%
Builder/contractor	+11.5	5.0	5.0
Catalog showroom	+12.9	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+20.8	41.0	38.0
Department store	+12.1	8.0	8.0
Discount store	+25.7	9.0	8.0
Furniture store	−13.3	3.0	4.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984
and 3,111,000 units for 1983

HOME LAUNDRY

Washers

Washer shipments by capacity

	% change in units shipped 1984/83	% of shipments	
		1984	1983
12 lbs. & under	+2.7%	16.0%	17.0%
14 lbs.	+1.3	13.0	14.0
16 lbs.	+3.8	19.0	20.0
18 lbs. & over	+15.9	52.0	49.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984
and 4,315,000 units for 1983

Washer shipments by internal control type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Electronic solid-state	+21.4%	10.0%	9.0%
Mechanical	+8.0	90.0	91.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984
and 4,315,000 units for 1983

Washer shipments by portability

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Portable	+9.3%	5.0%	5.0%
Not portable	+9.2	95.0	95.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984
and 4,315,000 units for 1983

Washer shipments by color

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Almond	+16.4%	32.0%	30.0%
Avocado	+9.3	1.0	1.0
Coffee	—	1.0	**
Harvest gold	+9.3	3.0	3.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	*	**
Wheat	—	*	1.0
White	+4.1	62.0	65.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984
and 4,315,000 units for 1983

*None indicated for 1984 by our respondents
**None indicated for 1983 by our respondents

Washer sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	−0.5%	31.0%	34.0%
Builder/contractor	+36.4	5.0	4.0
Catalog showroom	+9.3	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+14.8	41.0	39.0
Department store	+9.3	8.0	8.0
Discount store	+22.9	9.0	8.0
Furniture store	−18.5	3.0	4.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984
and 4,315,000 units for 1983

COMPACT APPLIANCES

Compact Refrigerators

Compact refrigerator shipments by size

	% change in units shipped 1984/83	% of shipments	
		1984	1983
2 cu. ft.	−0.6%	29.0%	31.0%
3 cu. ft.	+50.0	10.0	7.0
4.5 cu. ft.	+6.0	38.0	38.0
4.6-6.4 cu. ft.	+1.5	23.0	24.0
Total	+6.0%	100.0%	100.0%

Based on 602,000 units for 1984
and 568,000 units for 1983

Compact refrigerator shipments by retail price range

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Under $120	+6.0%	32.0%	32.0%
$120-$149	+13.5	32.0	30.0
$150-$180	+5.9	27.0	27.0
Over $180	−14.3	9.0	11.0
Total	+6.0%	100.0%	100.0%

Based on 602,000 units for 1984
and 568,000 units for 1983

(See 'How we did it,' page 79, for credits)

COMPACT APPLIANCES, cont.

Compact Refrigerators, cont.

Compact refrigerator sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+2.2%	23.0%	24.0%
Builder/contractor	—	*	1.0
Catalog showroom	+17.6	10.0	9.0
Catalog store (Sears, Penneys, etc.)	+6.6	35.0	35.0
Department store	+5.9	9.0	9.0
Discount store	+11.8	19.0	18.0
Furniture store	0.0	1.0	1.0
Home improvement center	0.0	1.0	1.0
Kitchen remodeler	0.0	1.0	1.0
Other	0.0	1.0	1.0
Total	+6.0%	100.0%	100.0%

Based on 602,000 units for 1984 and 568,000 units for 1983

*None indicated for 1984 by our respondents

Compact Freezers

Compact freezer shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
4 cu. ft.	−16.7%	12.0%	15.0%
5-6 cu. ft.	+5.4	24.0	23.0
7-8 cu. ft.	+5.5	31.0	30.0
9-9.9 cu. ft.	+5.2	33.0	32.0
Total	+2.1%	100.0%	100.0%

Based on 247,000 units for 1984 and 242,000 units for 1983

Compact freezer shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $190	0.0%	6.0%	6.0%
$190-$210	+6.9	25.0	24.0
$211-$240	+4.6	37.0	36.0
$241-$280	+1.9	22.0	22.0
Over $280	−13.8	10.0	12.0
Total	+2.1%	100.0%	100.0%

Based on 247,000 units for 1984 and 242,000 units for 1983

Compact freezer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+6.5%	20.0%	19.0%
Builder/contractor	+50.0	1.0	1.0
Catalog showroom	0.0	5.0	5.0
Catalog store (Sears, Penneys, etc.)	+6.0	43.0	41.0
Department store	−7.4	10.0	11.0
Discount store	−9.8	15.0	17.0
Furniture store	−30.0	3.0	4.0
Home improvement center	+50.0	1.0	1.0
Other	+150.0	2.0	1.0
Total	+2.1%	100.0%	100.0%

Based on 247,000 units for 1984 and 242,000 units for 1983

Compact Washers & Dryers

Compact washer and dryer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+5.6%	48.0%	48.0%
Builder/contractor	+80.0	2.0	1.0
Catalog showroom	+9.1	5.0	5.0
Catalog store (Sears, Penneys, etc.)	−1.6	13.0	14.0
Department store	−2.0	10.0	11.0
Discount store	+16.3	12.0	11.0
Furniture store	−4.4	9.0	10.0
Other	—	1.0	**
Total	+6.0%	100.0%	100.0%

Based on 476,000 units for 1984 and 449,000 units for 1983

**None indicated for 1983 by our respondents

(See 'How we did it,' page 79, for credits)

63RD ANNUAL STATISTICAL & MARKETING REPORT

CONSUMER ELECTRONICS 5 YEAR TABLES

PRODUCTS	1984		1983		1982		1981		1980	
	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
VIDEO										
TV, B&W, Total†	**5,063**	**518,048**	**5,761**	**613,623**	**5,750**	**625,784**	**5,542**	**615,659**	**6,149**	**684,891**
Portable & Table	5,064	517,085	5,755	612,102	5,738	622,745	5,529	612,300	6,132	680,763
Console & Combo	4	963	6	1,521	12	3,039	13	3,359	17	4,128
TV, Color, Total†	**15,946**	**7,296,520**	**13,939**	**6,695,209**	**11,377**	**5,640,732**	**11,262**	**5,664,969**	**10,855**	**5,283,773**
Portable & Table	12,936	5,239,727	11,131	4,696,503	8,928	3,883,501	8,788	3,880,869	8,418	3,560,814
Console & Combo	3,010	2,056,793	2,808	1,998,706	2,449	1,757,231	2,474	1,784,100	2,437	1,722,959
TV, Projection†	192	346,725	142	284,924	117	277,242	121	271,878	77	209,902
Videocassette Recorders†	7,143	3,443,679	4,020	2,302,662	2,030	1,343,000	1,330	1,057,058	804	699,966
Video Cameras	484	380,347	410	357,992	284	265,443	186	186,309	115	120,056
Videodisc Players†	188	54,492	312	106,392	240	93,000	160	80,200	**	**
AUDIO/HIFI										
Autosound, Total†	**21,815**	**1,953,264**	**21,132**	**1,850,886**	**20,741**	**1,772,897**	**19,823**	**1,655,596**	**18,362**	**1,486,839**
UD 8-Track Player	133	3,427	300	11,040	506	22,497	708	34,982	871	47,034
UD 8-Track/Radio Combo	21	801	78	3,966	163	11,607	208	16,099	275	23,650
ID 8-Track/Radio Combo	362	12,569	819	43,079	1,343	110,905	1,722	152,914	1,950	214,500
UD Cassette Player	615	45,492	694	58,733	692	57,644	722	56,316	822	64,116
UD Cassette/Radio Combo	426	39,797	519	59,197	556	70,073	607	77,271	605	81,070
ID Cassette/Radio Combo	3,932	754,433	3,641	675,624	3,328	572,849	2,899	485,409	2,486	400,246
Radios Only (Retrofit)	932	94,384	975	104,150	1,057	112,687	1,082	120,492	1,188	137,808
Car Speakers (In Pairs)	14,635	936,055	13,427	833,817	12,479	759,722	11,303	662,921	10,165	518,415
Equalizers	759	66,306	679	61,280	617	54,913	572	49,192	**	**
Components, Total†	**8,378**	**1,509,777**	**8,599**	**1,518,149**	**8,192**	**1,474,749**	**8,431**	**1,561,173**	**8,919**	**1,704,213**
Receivers	1,553	391,356	1,550	390,213	1,421	380,970	1,440	419,746	1,465	414,595
Amps and Pre-Amps	351	152,633	360	166,869	365	166,217	358	173,058	349	160,966
Tuners	198		221		201		193		184	
Turntables (Excluding OEM)	1,696	213,018	2,120	280,285	2,239	314,214	2,304	321,754	2,336	310,688
Speakers (Components Only)	3,302	464,922	3,237	452,144	2,970	418,206	3,197	453,814	3,735	623,578
Equalizers	188	22,960	186	23,179	160	19,840	155	19,375	134	16,348
Compact Disc Players	200	103,600	45	33,300	**	**	**	**	**	**
Tape Decks, Total	**890**	**161,288**	**880**	**172,159**	**836**	**175,302**	**784**	**173,426**	**716**	**178,038**
Cassette	816	138,084	775	141,019	707	137,292	634	129,596	545	117,265
8-Track	26	3,236	39	5,004	49	6,570	60	8,460	68	10,200
Open Reel	48	19,968	66	26,136	80	31,440	90	35,370	103	50,573
Cartridges (Excluding OEM)	3,585	114,003	3,774	122,466	3,629	117,543	3,699	115,409	3,745	112,350
Headphones	3,090	133,612	2,809	125,225	2,584	114,058	2,241	113,041	2,080	180,173
Compact Systems, Total††	**2,565**	**490,619**	**2,748**	**549,822**	**2,966**	**583,753**	**3,578**	**692,764**	**3,945**	**883,705**
Cassette Bimode	92	17,295	76	13,607	83	14,890	77	15,015	80	14,880
8-Track Player Bimode	76	7,079	88	8,628	134	13,137	248	25,594	310	39,990
8-Track Player Trimode***	204	24,027	277	34,342	409	50,708	572	74,646	637	110,838
8-Track Recorder Bimode	96	9,348	107	10,966	158	16,276	274	29,099	321	56,817
Changer Bimode***	104	10,430	102	10,768	160	16,891	200	23,460	233	32,154
8-Track Recorder Trimode***	256	36,411	364	56,893	457	71,790	783	125,515	974	223,046
Cassette Trimode***	1,512	330,614	1,500	354,585	1,337	341,684	1,176	328,457	1,060	281,960
Cassette Quadmode***	225	55,415	234	60,033	228	58,377	248	70,978	330	124,020
Personal Portable Stereos, Total	**7,156**	**	**6,253**	**	**5,652**	**	**	**	**	**
Cassette Only	3,575	**	3,250	**	2,910	**	**	**	**	**
Cassette and Radio	2,836	**	2,300	**	2,146	**	**	**	**	**
Radio Only	745	**	703	**	596	**	**	**	**	**
Portable Tape Equipment, Total†	**27,494**	**1,335,613**	**28,903**	**1,441,226**	**28,050**	**1,474,088**	**28,093**	**1,587,512**	**23,366**	**1,447,166**
Cassette Recorders	12,800	436,096	16,000	605,600	15,817	642,328	16,025	692,280	13,720	740,880
8-Track Players/Recorders	385	15,843	481	20,620	704	31,772	867	41,182	955	50,102
Radio/Cassette Combinations	13,745	853,015	11,880	784,318	11,000	768,460	10,700	823,900	8,282	629,432
Microcassette Recorders	564	30,659	542	30,688	529	31,528	501	30,150	409	26,752
Racked Systems	810	492,456	540	358,020	**	**	**	**	**	**
Radios, Total†	**27,391**	**822,651**	**28,188**	**863,298**	**26,518**	**819,094**	**27,881**	**863,475**	**27,012**	**867,693**
Table	728	27,897	762	30,739	768	31,296	986	41,215	1,053	46,332
Portable†††	17,132	409,797	18,225	449,429	17,161	419,072	17,493	424,555	16,613	382,099
Clock	9,531	384,957	9,201	383,130	8,589	368,726	9,402	397,705	9,346	439,262
ELECTRONICS FURNITURE										
Electronics Furniture, Total†	**5,920**	**829,524**	**5,168**	**668,009**	**4,628**	**556,868**	**4,144**	**487,334**	**	**
Audio (components)	959	150,400	887	139,108	820	125,485	863	129,500	**	**
Audio/Video Centers	173	69,351	149	56,885	145	54,705	127	44,432	**	**
Home Computer Tables	680	119,762	400	62,620	150	23,250	50	7,500	**	**
Microwave Oven Carts	766	109,048	651	88,263	611	80,223	575	71,875	**	**
Stereo Carts	98	5,889	119	7,627	132	8,525	160	10,830	**	**
Television Carts	2,551	233,544	2,332	205,682	2,172	182,411	2,088	167,043	**	**
TV/VCR/Videodisc Player Carts	574	137,215	460	99,604	331	68,912	281	56,154	**	**
Videogame Carts	119	4,315	170	8,220	267	13,357	**	**	**	**

*Not broken out separately
**Category not reported
***Includes Changer

†See Highlights charts for further breakdown
††All units include stereo radio
†††Excludes personal headphone type

(See 'How we did it,' page 79, for credits)

63rd Annual Statistical & Marketing Report

CONSUMER ELECTRONICS 5 YEAR TABLES

PRODUCTS	1984		1983		1982		1981		1980	
	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
PERSONAL ELECTRONICS										
Calculators, Total†	**31,400**	**945,726**	**30,895**	**925,351**	**29,030**	**902,240**	**28,260**	**831,840**	**26,502**	**841,280**
Hand-Held	26,500	471,700	26,023	458,694	24,492	456,265	23,905	409,481	22,288	419,514
Desk-Top	4,900	474,026	4,872	466,657	4,538	445,975	4,355	422,359	4,214	421,766
Electronic Typewriters	650	154,050	350	109,200	**	**	**	**	**	**
Non-Video Electronic Games†	9,130	**	14,047	**	14,045	**	16,539	**	19,702	**
Radar Detectors†	942	136,967	710	109,823	608	104,497	518	87,542	464	72,848
Radios, Citizens Band, Total	**1,637**	**125,834**	**1,592**	**124,861**	**1,498**	**122,032**	**1,522**	**125,878**	**1,412**	**111,706**
Base Units	160	16,034	155	15,850	161	16,382	162	17,350	169	17,238
Mobile Units	1,477	109,800	1,437	109,011	1,337	105,650	1,360	108,528	1,243	94,468
Radios, Specialty, Total	**8,279**	**	**8,107**	**	**8,498**	**	**8,980**	**	**8,612**	**
Multi-Band	6,402	**	6,258	**	6,594	**	7,022	**	6,768	**
Weather-Band	1,066	**	1,069	**	1,075	**	1,038	**	1,007	**
Scanners	811	**	780	**	829	**	920	**	837	**
Watches, Quartz, Total	**53,947**	**1,769,564**	**54,939**	**1,732,271**	**	**	**	**	**	**
Digital	21,697	415,064	24,939	502,271	24,274	611,219	23,595	625,268	21,163	623,030
Analog	32,250	1,354,500	30,000	1,230,000	**	**	**	**	**	**
TELEPHONE EQUIPMENT										
Cellular Telephones	85	161,500	**	**	**	**	**	**	**	**
Corded Telephones†	22,930	894,437	15,058	1,167,591	5,521	471,939	3,155	289,395	2,643	222,779
Cordless Telephones	5,500	598,400	4,488	610,388	987	167,790	422	**	241	**
Telephone Answering Devices†	2,628	298,015	2,094	263,844	868	131,936	697	111,520	579	92,640
COMPUTERS & VIDEOGAMES										
Personal Computers†	5,000	**	4,500	**	1,950	**	750	**	371	**
Videogames	3,125	194,188	6,280	487,768	6,542	846,862	4,010	519,095	2,806	327,909
SOFTWARE										
AUDIO										
Blank Audiotape, Total†	**271,025**	**647,348**	**263,501**	**654,468**	**251,781**	**639,419**	**246,393**	**629,125**	**244,747**	**594,812**
Cassette	260,969	584,571	251,855	586,822	236,344	562,499	228,147	542,990	218,689	487,676
Open Reel	7,109	59,005	7,317	61,975	7,567	64,092	8,018	70,077	8,864	74,812
8-Track	2,947	3,772	4,329	5,671	7,870	12,828	10,228	16,058	17,194	32,324
VIDEO										
Blank Videotape, Total†	**98,353**	**924,891**	**61,690**	**725,204**	**38,423**	**551,931**	**26,711**	**409,649**	**15,316**	**257,604**
Beta	25,392	224,465	15,870	175,364	12,207	158,691	9,361	128,058	6,028	90,420
VHS	72,961	700,426	45,820	549,840	26,216	393,240	17,350	281,591	9,288	167,184
Prerecorded Videotape, Total†	**19,690**	**962,970**	**9,606**	**520,655**	**6,510**	**407,218**	**5,172**	**379,928**	**3,151**	**209,558**
Beta	4,922	221,224	2,633	131,492	1,960	113,288	1,643	111,724	1,123	69,626
VHS	14,768	741,746	6,973	389,163	4,550	293,930	3,529	268,204	2,028	139,932
Videodiscs	6,000	**	5,368	**	3,745	**	**	**	**	**
COMPUTER										
Blank Floppy Disks	241,250	**	193,000	**	119,000	**	**	**	**	**
VIDEOGAME										
Videogame Cartridges	51,250	765,163	68,320	1,699,802	61,000	1,525,000	36,000	972,000	**	**

**Category not reported

†See Highlights charts for further information

(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

VIDEO

TV, Black & White

Black & white TV shipments by screen size

	% change in units shipped 1984/83	% of shipments 1984	1983
10 in. & under	+0.7%	27.5%	24.0%
11-12 in.	−14.2	69.3	71.1
Over 12 in.	−42.6	3.2	4.9
Total	−12.0%	100.0%	100.0%

Based on 5,068,000 units for 1984 and 5,761,000 units for 1983

Black & white TV shipments by power source

	% change in units shipped 1984/83	% of shipments 1984	1983
Battery-powered	−4.6%	33.6%	31.0%
Non-battery-powered	−15.4	66.4	69.0
Total	−12.0%	100.0%	100.0%

Based on 5,068,000 units for 1984 and 5,761,000 units for 1983

Black & white TV sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	−19.0%	23.0%	25.0%
Catalog showroom	+10.0	5.0	4.0
Catalog store (Sears, Penneys, etc.)	−12.1	21.0	21.0
Department store	−6.5	17.0	16.0
Discount store	−5.0	27.0	25.0
Furniture store	−41.0	2.0	3.0
Other	−26.9	5.0	6.0
Total	−12.0%	100.0%	100.0%

Based on 5,068,000 units for 1984 and 5,761,000 units for 1983

TV, Color

Portable and table color TV shipments by screen size

	% change in units shipped 1984/83	% of shipments 1984	1983
13 in. and under	+25.0%	31.0%	28.8%
14-17 in.	−5.9	4.1	5.1
18-19 in.	+12.1	58.3	60.4
20 in. & over	+34.7	6.6	5.7
Total	+16.2%	100.0%	100.0%

Based on 12,936,000 units for 1984 and 11,131,000 units for 1983

Console and combo color TV shipments by screen size

	% change in units shipped 1984/83	% of shipments 1984	1983
23 in.	+17.6%	6.0%	5.4%
25 in.	+6.6	94.0	94.6
Total	+7.2%	100.0%	100.0%

Based on 3,010,000 units for 1984 and 2,808,000 units for 1983

Color TV shipments by control type

	% change in units shipped 1984/83	% of shipments 1984	1983
With remote control	+19.3%	39.4%	37.7%
Without remote control	+11.5	60.6	62.3
Total	+14.4%	100.0%	100.0%

Based on 15,946,000 units for 1984 and 13,939,000 units for 1983

Color TV shipments by cable compatibility

	% change in units shipped 1984/83	% of shipments 1984	1983
Cable-ready	+19.6%	57.6%	55.1%
Non-cable-ready	+8.0	42.4	44.9
Total	+14.4%	100.0%	100.0%

Based on 15,946,000 units for 1984 and 13,939,000 units for 1983

Console color TV sales by furniture style

	% change in units shipped 1984/83	% of shipments 1984	1983
Early American	+7.3%	25.0%	25.0%
French provincial	+7.1	2.0	2.0
Mediterranean	+3.2	25.0	26.0
Modern (contemporary)	+9.8	42.0	41.0
Other	+6.5	6.0	6.0
Total	+7.2%	100.0%	100.0%

Based on 3,010,000 units for 1984 and 2,808,000 units for 1983

Color TV sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+6.8%	42.0%	45.0%
Catalog showroom	+14.3	2.0	2.0
Catalog store (Sears, Penneys, etc.)	+6.3	13.0	14.0
Department store	+30.8	16.0	14.0
Discount store	+25.8	11.0	10.0
Furniture store	−2.0	6.0	7.0
Video specialty store	+60.1	7.0	5.0
Other	+14.6	3.0	3.0
Total	+14.4%	100.0%	100.0%

Based on 15,946,000 units for 1984 and 13,939,000 units for 1983

(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

VIDEO
TV, Projection

Projection TV sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+41.7%	18.0%	17.0%
Audio/hifi specialty store	+31.6	26.0	27.0
Catalog showroom	+100.0	1.0	1.0
Department store	+46.2	10.0	9.0
Discount store	+33.3	2.0	2.0
Furniture store	+33.3	2.0	2.0
Video specialty store	+35.1	40.0	40.0
Other	−33.3	1.0	2.0
Total	+35.2%	100.0%	100.0%

Based on 192,000 units for 1984
and 142,000 units for 1983

Videocassette Recorders

VCR shipments by format

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Beta	+63.7%	20.6%	22.3%
VHS	+81.7	79.4	77.7
Total	+77.7%	100.0%	100.0%

Based on 7,143,000 units for 1984
and 4,020,000 units for 1983

VCR shipments by portability

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Portable	+20.1%	12.0%	17.7%
Tabletop	+90.1	88.0	82.3
Total	+77.7%	100.0%	100.0%

Based on 7,143,000 units for 1984
and 4,020,000 units for 1983

VCR sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+71.5%	28.0%	29.0%
Audio/hifi specialty store	+77.8	12.0	12.0
Catalog showroom	+76.9	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+95.5	11.0	10.0
Department store	+77.8	11.0	11.0
Discount store	+77.6	10.0	10.0
Video specialty store	+61.7	20.0	22.0
Other	+195.0	5.0	3.0
Total	+77.7%	100.0%	100.0%

Based on 7,143,000 units for 1984
and 4,020,000 units for 1983

Videodisc Players

Videodisc player shipments by format

	% change in units shipped 1984/83	% of shipments	
		1984	1983
CED	−47.4%	76.6%	87.8%
Laser	+15.8	23.4	12.2
Total	−39.7%	100.0%	100.0%

Based on 188,000 units for 1984
and 312,000 units for 1983

AUDIO/HIFI
Autosound

Autosound shipments by price range

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Under $50	+3.1%	2.0%	2.0%
$50-$89	−4.7	12.0	13.0
$90-$129	+3.2	23.0	23.0
$130-$179	−3.0	31.0	33.0
$180-$249	+10.6	15.0	14.0
$250-$349	+13.6	11.0	10.0
$350 or more	+23.8	6.0	5.0
Total	+3.2%	100.0%	100.0%

Based on 21,815,000 units for 1984
and 21,132,000 units for 1983

Autosound aftermarket sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+3.3%	4.0%	4.0%
Audio/hifi specialty store	+8.7	20.0	19.0
Automotive chain	−11.5	12.0	14.0
Car stereo specialist	+15.4	19.0	17.0
Catalog showroom	+3.2	5.0	5.0
Catalog store (Sears, Penneys, etc.)	+3.2	10.0	10.0
Department store	−22.6	3.0	4.0
Discount store	+3.2	11.0	11.0
Electronics specialty store	−7.1	9.0	10.0
New car dealer	+29.1	5.0	4.0
Other	+3.1	2.0	2.0
Total	+3.2%	100.0%	100.0%

Based on 21,815,000 units for 1984
and 21,132,000 units for 1983

Components

Hifi component sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+9.6%	9.0%	8.0%
Audio/Hifi specialty store	+2.9	38.0	36.0
Catalog showroom	−24.3	7.0	9.0
Catalog store (Sears, Penneys, etc.)	−19.8	14.0	17.0
Department store	−11.4	10.0	11.0
Discount store	+36.3	7.0	5.0
Electronics specialty store	+25.3	9.0	7.0
Hifi salon	−30.4	5.0	7.0
Other	**	1.0	0.0
Total	−2.6%	100.0%	100.0%

Based on 8,378,000 units for 1984
and 8,599,000 units for 1983

**None indicated for 1983 by our respondents

(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

AUDIO/HIFI, cont.

Portable tape equipment

Portable tape equipment sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	−4.9%	16.0%	16.0%
Audio/hifi specialty store	−4.9	7.0	7.0
Catalog showroom	−4.9	15.0	15.0
Catalog store (Sears, Penneys, etc.)	+2.5	14.0	13.0
Department store	−11.2	14.0	15.0
Discount store	−4.9	25.0	25.0
Drug store	−4.8	4.0	4.0
Other	−4.8	5.0	5.0
Total	−4.9%	100.0%	100.0%

Based on 27,494,000 units for 1984 and 28,903,000 units for 1983

Radios

Radio shipments by format

	% change in units shipped 1984/83	% of shipments	
		1984	1983
AM only	−9.6%	8.5%	9.1%
FM & AM/FM	−2.1	91.5	90.9
Total	−2.8%	100.0%	100.0%

Based on 27,391,000 units for 1984 and 28,188,000 units for 1983

Radio shipments by power source

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Plug-in	−2.6%	36.0%	35.9%
Battery-operated	−2.8	31.8	31.8
AC/DC combo	−3.1	32.2	32.3
Total	−2.8%	100.0%	100.0%

Based on 27,391,000 units for 1984 and 28,188,000 units for 1983

Clock radio shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Analog	−19.9%	4.4%	5.7%
Digital, Total	+5.0	95.6	94.3
Electronic display	+7.4	89.2	86.1
Mechanical leaf	−20.0	6.4	8.2
Total	+3.6%	100.0%	100.0%

Based on 9,531,000 units for 1984 and 9,201,000 units for 1983

Radio sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+4.7%	14.0%	13.0%
Audio/hifi specialty store	+13.4	7.0	6.0
Catalog showroom	+3.2	17.0	16.0
Catalog store (Sears, Penneys, etc.)	−2.8	13.0	13.0
Department store	−2.8	6.0	6.0
Discount store	+3.9	31.0	29.0
Drug store	+21.5	5.0	4.0
Furniture store	−2.8	1.0	1.0
Jewelry store	−2.8	1.0	1.0
Other	−55.6	5.0	11.0
Total	−2.8%	100.0%	100.0%

Based on 27,391,000 units for 1984 and 28,188,000 units for 1983

ELECTRONICS FURNITURE

Electronics furniture sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+0.8%	22.0%	25.0%
Audio/hifi specialty store	+27.3	10.0	9.0
Catalog showroom	+37.5	12.0	10.0
Catalog store (Sears, Penneys, etc.)	+14.5	10.0	10.0
Department store	+14.6	13.0	13.0
Discount store	+8.9	19.0	20.0
Electronics specialty store	+14.6	2.0	2.0
Computer specialty store	+71.5	6.0	4.0
Video specialty store	+14.8	3.0	3.0
Furniture store	+14.6	2.0	2.0
Microwave oven specialty store	+13.5	1.0	1.0
Other	—	*	1.0
Total	+14.6%	100.0%	100.0%

Based on 5,920,000 units for 1984 and 5,166,000 units for 1983

*None indicated by respondents in 1984

PERSONAL ELECTRONICS

Calculators

Calculator sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+35.5%	4.0%	3.0%
Book store	+204.9	3.0	1.0
Catalog showroom	−21.8	10.0	13.0
Catalog store (Sears, Penneys, etc.)	+15.5	25.0	22.0
Department store	+1.7	10.0	10.0
Discount store	−4.7	30.0	32.0
Electronics specialty store	+1.6	4.0	4.0
Office supply store	−23.8	6.0	8.0
Other (including drug store)	+16.1	8.0	7.0
Total	+1.6%	100.0%	100.0%

Based on 31,400,000 units for 1984 and 30,895,000 units for 1983

(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

PERSONAL ELECTRONICS, cont.

Non-Video Electronic Games

Non-video electronic game shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Board (strategy)	−25.7%	29.5%	25.8%
Hand-held	−38.2	70.5	74.2
Total	−35.0%	100.0%	100.0%

Based on 9,130,000 units for 1984 and 14,047,000 units for 1983

Non-video electronic game sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Book store	−34.9%	2.0%	2.0%
Catalog showroom	−35.0	15.0	15.0
Catalog store (Sears, Penneys, etc.)	−40.9	20.0	22.0
Department store	−35.1	16.0	16.0
Discount store	−35.0	15.0	15.0
Electronics specialty store	−35.1	8.0	8.0
Hobby shop	−34.9	3.0	3.0
Toy store	−35.0	18.0	18.0
Other	+94.3	3.0	1.0
Total	−35.0%	100.0%	100.0%

Based on 9,130,000 units for 1984 and 14,047,000 units for 1983

Radar Detectors

Radar detector sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	−14.3%	2.0%	3.0%
Automotive supply store	+52.5	16.0	14.0
Catalog showroom	+24.8	16.0	17.0
Catalog store (Sears, Penneys, etc.)	+5.6	12.0	15.0
CB specialty store	−11.6	4.0	6.0
Department store	+123.8	5.0	3.0
Discount store	+10.2	15.0	18.0
Truck stop	+52.5	16.0	14.0
Electronics specialty store	+88.0	10.0	7.0
Other	+81.0	4.0	3.0
Total	+32.7%	100.0%	100.0%

Based on 942,000 units for 1984 and 710,000 units for 1983

TELEPHONE EQUIPMENT

Corded Telephones

Corded telephone shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Standard	+84.6%	52.3%	43.2%
One-piece	+0.2	24.0	36.5
Decorator	+17.6	10.6	13.7
Advanced electronic	+200.0	13.1	6.6
Total	+52.3%	100.0%	100.0%

Based on 22,930,000 units for 1984 and 15,058,000 units for 1983

Corded telephone sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+8.8%	5.0%	7.0%
Audio/hifi specialty store	+113.2	7.0	5.0
Catalog showroom	+42.1	14.0	15.0
Department store	+52.2	15.0	15.0
Catalog store (Sears, Penneys, etc.)	+52.3	13.0	13.0
Discount store	+74.0	24.0	21.0
Electronics specialty store	+14.2	6.0	8.0
Phone specialty store	+28.9	11.0	13.0
Other	+153.8	5.0	3.0
Total	+52.3%	100.0%	100.0%

Based on 22,930,000 units for 1984 and 15,058,000 units for 1983

Telephone Answering Devices

Telephone answering device sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+25.0%	4.0%	4.0%
Audio/hifi specialty store	+109.5	5.0	3.0
Catalog showroom	+63.6	13.0	10.0
Catalog store (Sears, Penneys, etc.)	+25.5	12.0	12.0
Department store	−0.6	19.0	24.0
Discount store	+6.3	22.0	26.0
Electronics specialty store	+61.2	9.0	7.0
Office supply store	−6.0	3.0	4.0
Phone specialist	+25.0	8.0	8.0
Other	+211.9	5.0	2.0
Total	+25.5%	100.0%	100.0%

Based on 2,628,000 units for 1984 and 2,094,000 units for 1983

COMPUTERS & VIDEOGAMES

Personal Computers

Personal computer shipments by price range

	% change in units shipped 1984/83	% of shipments 1984	1983
Under $500	+14.5%	34.0%	33.0%
$500-$800	+21.2	12.0	11.0
$801-$1,000	+19.7	14.0	13.0
$1,001-$1,500	+17.0	20.0	19.0
$1,501-$2,000	−4.8	6.0	7.0
$2,001-$2,999	−8.5	14.0	17.0
Total	+11.1%	100.0%	100.0%

Based on 5,000,000 units for 1984 and 4,500,000 units for 1983

Personal computer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+11.1%	3.0%	3.0%
Audio/hifi specialty store	+11.1	5.0	5.0
Catalog showroom	−25.9	4.0	6.0
Catalog store (Sears, Penneys, etc.)	+27.0	8.0	7.0
Computer specialty store	+5.7	39.0	41.0
Department store	+77.8	8.0	5.0
Discount store	+29.6	7.0	6.0
Electronics specialty store	0.0	18.0	20.0
Hobby/toy shop	+11.1	4.0	4.0
Office supplies store	+11.1	2.0	2.0
Other	+122.2	2.0	1.0
Total	+11.1%	100.0%	100.0%

Based on 5,000,000 units for 1984 and 4,500,000 units for 1983

(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

SOFTWARE

Audio

Blank audiocassette shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Metal particle tape	−3.4%	0.4%	0.4%
Premium*	+3.0	56.2	56.6
Promotional	+4.5	43.4	43.0
Total	+3.6%	100.0%	100.0%

Based on 260,969,000 units for 1984 and 251,855,000 units for 1983

*High coercivity ferrite, cobalt ferrite, etc.

Blank audiocassette sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	[illegible]	12.0%	12.0%
Audio/hifi specialty store	−3.8	13.0	14.0
Camera store	+3.7	1.0	1.0
Catalog showroom	+3.6	4.0	4.0
Catalog store (Sears, Penneys, etc.)	−17.1	4.0	5.0
Department store	+3.6	7.0	7.0
Discount store	+13.0	24.0	22.0
Drug store	+3.6	4.0	4.0
Record store	+20.9	7.0	6.0
Electronics specialty store	+3.6	12.0	12.0
Other	−4.4	12.0	13.0
Total	+3.6%	100.0%	100.0%

Based on 260,969,000 units for 1984 and 251,855,000 units for 1983

Video

Blank VHS videotape by grade

	% change in units shipped 1984/83	% of shipments 1984	1983
Standard	+60.0%	92.8%	92.3%
High-grade	+50.0	7.2	7.7
Total	+59.2%	100.0%	100.0%

Based on 72,961,000 units for 1984 and 45,820,000 units for 1983

Blank Beta videotape by grade

	% change in units shipped 1984/83	% of shipments 1984	1983
Standard	+60.0%	95.0%	95.0%
High-grade	+60.0	5.0	5.0
Total	+60.0%	100.0%	100.0%

Based on 25,392,000 units for 1984 and 15,870,000 units for 1983

Blank videotape sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+59.4%	20.0%	20.0%
Audio/hifi specialty store	+31.3	14.0	17.0
Camera store	+59.4	5.0	5.0
Catalog showroom	+59.4	5.0	5.0
Catalog store (Sears, Penneys, etc.)	+59.4	6.0	6.0
Department store	+24.0	7.0	9.0
Discount store	+78.2	19.0	17.0
Film processing outlet	+139.1	3.0	2.0
Record store	+99.3	5.0	4.0
Video specialist	+70.8	15.0	14.0
Other	+59.3	1.0	1.0
Total	+59.4%	100.0%	100.0%

Based on 98,353,000 units for 1984 and 61,690,000 units for 1983

Prerecorded videotape shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
General interest	+119.1%	81.4%	76.2%
Original programming	+100.0	3.5	3.6
Other	+120.0	77.9	72.6
X-rated	+60.0	18.6	23.8
Total	+105.0%	100.0%	100.0%

Based on 19,690,000 units for 1984 and 9,606,000 units for 1983

Prerecorded videotape sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+104.7%	2.0%	2.0%
Audio/hifi specialty store	+105.2	1.0	1.0
Camera store	+105.2	1.0	1.0
Catalog showroom	+104.7	2.0	2.0
Catalog store (Sears, Penneys, etc.)	+207.8	3.0	2.0
Department store	+104.7	4.0	4.0
Discount store	+242.0	5.0	3.0
Film processing outlet	+105.2	1.0	1.0
Record store	+173.6	4.0	3.0
Video specialist	+94.6	75.0	79.0
Other	+104.7	2.0	2.0
Total	+105.0%	100.0%	100.0%

Based on 19,690,000 units for 1984 and 9,606,000 units for 1983

(See 'How we did it,' page 79. for credits)

HOUSEWARES 5 YEAR TABLES

	1984		1983		1982		1981		1980	
PRODUCTS	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
KITCHEN ELECTRICS										
Bag Sealers	1,926	27,349	1,996	28,922	2,016	28,930	2,064	28,896	2,150	27,950
Blenders	4,721	112,926	4,693	113,383	4,587	108,987	4,823	110,929	4,673	102,806
Broilers, Total	**1,992**	**114,657**	**2,236**	**133,602**	**2,205**	**130,680**	**2,435**	**136,700**	**2,518**	**133,084**
With Rotisseries	350	28,452	370	30,692	385	31,308	420	31,920	441	31,311
Without Rotisseries	1,642	86,205	1,866	102,910	1,820	99,372	2,015	104,780	2,077	101,773
Can Openers, Total	**6,090**	**104,783**	**5,784**	**95,407**	**5,439**	**85,421**	**5,544**	**85,386**	**5,550**	**79,857**
Single Units	3,387	53,345	3,163	47,888	2,978	42,526	2,954	41,356	2,981	38,753
Combination Units	2,703	51,438	2,621	47,519	2,461	42,895	2,590	44,030	2,569	41,104
Coffee Grinders	467	10,026	445	9,621	393	8,332	375	7,500	361	6,859
Coffee Makers, Total	**14,035**	**404,548**	**13,288**	**378,444**	**12,690**	**356,750**	**12,655**	**347,983**	**12,957**	**338,388**
Automatic (1-16 cup)	2,808	62,394	2,865	65,637	2,763	62,056	2,850	62,700	3,051	61,020
Party Perc (Over 16 cup)	905	27,539	918	28,798	900	27,675	938	28,140	967	27,076
ADC	10,322	314,615	9,505	284,009	9,027	267,019	8,867	257,143	8,939	250,292
Convection Ovens	269	46,255	271	49,051	300	54,000	428	79,180	488	92,720
Corn Poppers, Total	**5,611**	**146,038**	**5,814**	**158,442**	**5,778**	**160,374**	**5,777**	**156,456**	**5,543**	**141,340**
Hot Air	3,661	115,871	3,854	128,415	3,862	131,308	3,703	125,902	3,480	112,720
Hot Oil	1,950	30,167	1,960	30,027	1,916	29,066	2,074	30,554	2,063	26,620
Crepe Pans	224	3,098	222	3,057	206	2,701	242	3,107	277	3,324
Deep Fryers	3,435	86,307	3,365	83,478	3,031	72,883	2,952	67,546	2,869	58,724
Egg Cookers	431	7,711	430	7,542	415	7,138	428	7,276	460	7,360
Fondues, Electric	174	4,764	179	4,951	178	4,689	177	4,602	195	4,680
Food Processors	2,716	178,658	2,786	186,996	2,689	171,881	3,186	197,532	3,180	203,520
Food Slicers	523	33,278	527	31,341	488	28,450	535	29,960	560	29,680
Fry Pan—Skillets	2,786	131,639	2,769	130,752	2,632	121,835	2,553	112,332	2,736	109,440
Griddles/Quick Grills	549	22,800	559	22,762	554	21,484	580	21,460	628	21,352
Hotplates & Buffet Ranges	911	26,601	914	26,625	905	26,100	807	22,596	795	20,670
Ice Cream Makers	1,332	32,487	1,388	33,187	1,348	31,287	1,327	29,194	1,332	27,972
Ice Crushers	184	4,775	187	4,666	178	4,311	196	4,704	195	4,290
Irons, Total	**12,910**	**395,281**	**11,863**	**365,724**	**10,797**	**333,667**	**10,882**	**326,442**	**11,184**	**317,149**
Steam & Steam/Spray†	11,705	377,625	10,799	349,624	10,216	324,756	10,300	316,730	10,584	307,755
Automatic Dry	355	6,113	374	6,440	380	6,232	382	6,112	403	6,045
Travel	850	11,543	690	9,660	201	2,679	200	3,600	197	3,349
Knives, Electric Slicing	1,577	32,770	1,564	31,546	1,580	30,936	1,672	31,768	1,641	29,538
Mixers, Food, Total	**5,381**	**178,444**	**5,322**	**178,606**	**5,217**	**172,451**	**5,330**	**170,650**	**5,626**	**159,596**
Stand Type	1,166	87,695	1,201	91,612	1,208	89,465	1,281	89,670	1,268	81,152
Portable Hand	4,215	90,749	4,121	86,994	4,009	82,986	4,049	80,980	4,358	78,444
Pasta Makers, Electric	400	**	420	**	350	**	**	**	**	**
Slow Cookers	5,846	137,907	5,676	130,889	5,500	120,780	5,641	118,461	5,585	111,700
Tea Kettles, Electric	83	**	84	**	75	**	**	**	**	**
Toasters, Total	**10,680**	**367,785**	**9,535**	**326,269**	**8,934**	**293,093**	**9,249**	**289,900**	**9,291**	**267,988**
Two-Slice	5,381	120,319	4,783	106,852	4,453	96,586	4,643	97,503	4,709	94,180
Four-Slice	1,897	68,766	1,666	60,143	1,653	57,938	1,744	59,296	1,787	57,184
Toaster-Ovens	963	41,823	875	37,625	840	34,398	909	35,451	908	33,596
Toaster-Oven/Broilers	2,439	136,877	2,211	121,649	1,988	104,171	1,953	97,650	1,887	83,028
Waffle Irons/Sandwich Grills	1,494	41,668	1,408	38,875	1,152	30,885	1,141	29,666	1,141	27,384
Woks, Electric	668	25,945	660	27,562	560	24,108	550	23,100	566	22,074
AIR TREATMENT										
Air Purifiers*†	4,645	126,762	5,368	139,514	5,650	147,635	4,300	118,250	**	**
Fans, Total†	**23,515**	**1,665,685**	**21,003**	**1,523,590**	**19,751**	**1,436,760**	**19,283**	**1,484,527**	**17,100**	**1,286,704**
Ceiling	7,670	931,905	6,117	825,795	5,067	760,050	4,830	845,250	3,670	734,000
Other	15,845	733,780	14,886	697,795	14,684	676,710	14,453	639,277	13,430	552,704
Portable Electric Heaters, Total	**4,648**	**206,623**	**4,163**	**190,494**	**4,609**	**206,563**	**4,551**	**202,742**	**4,569**	**196,396**
Fan-Forced	2,969	109,794	2,566	95,378	2,829	103,089	2,760	95,766	2,854	91,328
Non-Fan-Forced	144	3,492	148	3,582	173	4,178	170	3,910	176	3,696
Baseboard	476	26,627	218	12,158	240	13,306	263	13,886	289	13,872
Oil-Filled	511	39,321	481	41,126	441	39,690	220	20,900	**	**
Quartz	548	27,389	750	38,250	926	46,300	1,138	68,280	1,250	87,500
Kerosene Heaters	3,021	240,743	2,910	309,188	3,981	497,625	2,633	460,775	**	**
Humidifiers, Total	**1,120**	**117,575**	**898**	**103,872**	**895**	**101,493**	**869**	**93,852**	**821**	**86,205**
Standard	745	81,950	826	96,816	895	101,493	869	93,852	821	86,205
Ultrasonic	375	35,625	72	7,056	**	**	**	**	**	**
Vaporizers	1,760	21,120	1,853	23,385	1,808	21,931	1,747	20,178	1,624	17,864
FLOOR CARE										
Carpet Sweepers	1,798	45,615	1,712	41,756	1,571	36,494	1,499	34,477	1,404	29,484
Floor Polishers	211	15,760	210	15,378	209	12,243	308	17,864	315	17,327
Full-sized Vacuum Cleaners, Total†	**7,443**	**1,312,263**	**7,177**	**1,237,437**	**6,774**	**1,124,209**	**6,800**	**1,132,450**	**6,564**	**1,048,850**
Canisters	3,066	637,023	2,948	594,671	2,773	522,099	2,650	514,100	2,585	483,631
Upright	4,377	675,240	4,229	642,766	4,001	602,110	4,150	618,350	3,979	565,219
Stick	943	40,596	1,012	42,706	950	36,461	980	37,330	947	34,055
Hand-held, Total†	**5,200**	**132,250**	**4,250**	**112,248**	**	**	**	**	**	**
Electric	470	14,000	437	13,110	251	8,434	225	7,110	216	6,492
Rechargeable	4,730	118,250	3,813	99,138	**	**	**	**	**	**

*Retailing for under $200
**Category not reported

†See Highlights charts for further breakdown
(See 'How we did it,' page 79, for credits)

HOUSEWARES 5 YEAR TABLES

PRODUCTS	1984		1983		1982		1981		1980	
	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)	NUMBER SHIPPED (000)	RETAIL VALUE ($000)
PERSONAL CARE										
Blood Pressure Monitors	2,092	125,708	2,000	126,500	1,650	90,750	**	**	**	**
Curling Brushes	2,153	25,815	2,080	25,064	2,000	24,600	2,117	25,404	1,969	21,659
Curling Irons†	6,245	52,424	6,153	52,909	5,984	52,863	6,339	54,994	6,496	58,340
Hair Dryers, Total†	**19,564**	**334,936**	**18,857**	**316,746**	**18,413**	**315,876**	**18,359**	**309,375**	**18,865**	**317,034**
Pistol Type	14,575	224,163	13,907	207,632	13,398	204,052	13,008	195,120	12,880	193,200
Styling Dryers	4,084	82,578	4,032	79,148	4,000	79,320	4,308	83,489	4,940	93,860
Hard-Top	570	20,480	568	21,482	605	22,857	601	22,237	582	19,788
Portable With Bonnet	335	7,715	350	8,484	410	9,647	442	10,166	463	10,186
Hair Setters†	3,065	77,054	2,995	74,186	2,843	67,066	2,832	64,838	2,735	58,721
Heating Pads	4,571	57,686	4,374	53,057	4,267	49,284	4,301	47,311	4,389	43,890
Massagers, Foot Bath	1,927	80,182	1,804	74,325	1,615	64,600	1,442	64,890	1,140	57,000
Massagers, Hand-held	1,415	23,885	1,348	22,687	1,142	19,026	940	15,341	863	13,808
Massagers, Shower (Heads)	2,600	67,444	2,453	63,189	2,250	57,105	2,110	52,750	2,017	46,391
Mirrors, Make-Up	1,845	40,406	1,786	39,917	1,729	38,453	1,689	37,158	1,682	35,322
Oral Hygiene Devices, Total	**1,946**	**41,537**	**1,729**	**36,602**	**1,625**	**33,624**	**1,654**	**33,756**	**1,656**	**31,242**
Oral Irrigators	1,275	32,411	1,170	29,016	1,091	26,522	1,114	26,736	1,137	25,014
Toothbrushes, Electric	671	9,126	559	7,586	534	7,102	540	7,020	519	6,228
Saunas, Facial	724	14,871	715	14,643	650	12,610	620	11,780	583	10,494
Scales, Bathroom†	7,255	173,041	6,993	160,133	6,178	122,382	6,100	112,600	5,888	96,944
Shavers, Total	**7,744**	**247,258**	**6,805**	**212,679**	**6,367**	**205,553**	**6,179**	**195,513**	**6,007**	**189,685**
Men's	6,250	218,125	5,333	184,255	5,031	179,808	4,882	170,870	4,722	165,270
Women's	1,494	29,133	1,472	28,424	1,336	25,745	1,297	24,643	1,285	24,415
Whirlpool Baths, Portable	148	**	125	**	118	**	**	**	**	**
CLOCKS										
Clocks, Total†	**33,690**	**635,321**	**31,406**	**581,610**	**30,327**	**550,379**	**29,605**	**530,225**	**27,291**	**462,432**
Decorative Wall, Total	**6,537**	**311,820**	**6,150**	**285,353**	**6,005**	**264,373**	**5,808**	**252,721**	**5,127**	**212,319**
Analog	6,112	293,734	5,747	268,227	5,510	244,424	5,339	234,008	4,680	195,333
Digital	425	18,086	403	17,126	495	19,949	469	18,713	447	16,986
Kitchen Wall, Total	**7,527**	**123,687**	**7,017**	**109,555**	**7,004**	**107,129**	**6,959**	**105,177**	**6,295**	**91,737**
Analog	7,399	120,966	6,888	106,781	6,870	104,287	6,827	102,405	6,169	89,217
Digital	128	2,721	129	2,774	134	2,842	132	2,772	126	2,520
Alarm, Total	**18,464**	**166,742**	**17,192**	**157,913**	**16,303**	**150,524**	**15,880**	**145,771**	**14,955**	**134,260**
Analog	11,669	93,042	11,078	91,273	10,836	88,638	10,520	85,632	10,019	79,964
Digital	6,795	73,700	6,114	66,640	5,467	61,886	5,360	60,139	4,936	54,296
Desk/Table/Occasional, Total	**1,162**	**33,072**	**1,047**	**28,789**	**1,015**	**28,353**	**958**	**26,556**	**914**	**24,116**
Analog	1,133	31,518	1,020	27,453	986	26,888	928	25,056	887	22,820
Digital	29	1,554	27	1,336	29	1,465	30	1,500	27	1,296
COOKWARE & BAKEWARE										
Metal Cookware & Bakeware, Total†	**123,737**	**1,983,504**	**118,257**	**1,859,000**	**106,298**	**1,561,518**	**110,482**	**1,537,911**	**110,229**	**1,448,780**
Aluminum	77,801	**	74,881	**	66,384	**	71,381	**	71,452	**
Stainless Steel	33,656	**	30,962	**	25,975	**	25,194	**	24,652	**
Enamel	5,744	**	5,721	**	7,151	**	7,130	**	7,018	**
Cast Iron	4,450	**	4,536	**	4,391	**	4,378	**	4,608	**
Porcelain Enamel on Cast Iron	2,086	**	2,157	**	2,397	**	2,399	**	2,499	**
Microwave Cookware, Total†	**22,151**	**198,664**	**21,129**	**192,822**	**19,125**	**	**18,528**	**	**16,889**	**
Plastic	10,558	83,091	8,895	**	7,735	**	7,311	**	6,196	**
Ceramic	4,623	51,731	4,866	**	4,257	**	4,121	**	3,862	**
Stoneware	1,910	19,960	2,122	**	2,031	**	2,094	**	2,033	**
Glass	4,171	36,580	4,390	**	4,262	**	4,174	**	3,990	**
Other	859	7,302	856	**	840	**	828	**	808	**
Microwave Appliances†	693	10,082	672	9,861	587	8,320	512	7,360	**	**
HOME SECURITY										
Home Security, Total†	**19,559**	**390,448**	**18,406**	**362,523**	**17,340**	**335,987**	**17,079**	**338,414**	**15,791**	**303,417**
Smoke Detectors	7,902	125,168	7,526	121,620	7,100	114,168	7,267	116,272	6,270	94,050
Fire Extinguishers	5,168	43,049	4,922	39,819	4,719	34,685	4,710	32,970	4,700	32,900
Intrusion Systems	668	44,295	655	41,763	615	38,979	609	38,367	556	35,028
Smoke/Fire/Intrusion Systems	344	45,064	346	44,814	375	48,473	370	47,730	338	43,264
Timers***	5,477	132,872	4,957	114,507	4,531	99,682	4,123	103,075	3,927	98,175
OUTDOOR PRODUCTS										
Barbecue Grills, Total†	**13,396**	**450,882**	**12,991**	**402,666**	**12,331**	**379,937**	**11,855**	**341,431**	**11,272**	**306,076**
Gas	2,723	312,383	2,343	268,789	2,011	247,960	1,761	214,870	1,693	193,055
Electric	99	4,526	90	4,014	89	3,781	103	4,120	109	4,088
Charcoal	10,574	133,973	10,558	129,863	10,231	128,196	9,991	122,441	9,470	108,933
Electronic Bug Killers	2,696	108,864	2,335	110,913	2,092	104,536	1,819	109,005	1,381	89,790

**Category not reported
***Excludes remote light/appliance controllers
†See Highlights charts for further breakdown

(See 'How we did it,' page 79, for credits)

HOUSEWARES HIGHLIGHTS

KITCHEN ELECTRICS

Steam & steam/spray iron shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Full-feature lightweight	+16.8%	50.4%	46.8%
Standard	+1.0	49.6	53.2
Total	+8.4%	100.0%	100.0%

Based on 11,705,000 units for 1984 and 10,799,000 units for 1983

Kitchen electrics sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+4.2%	3.0%	3.0%
Catalog showroom	+4.2	24.0	24.0
Catalog store (Sears, Penneys, etc.)	−4.5	11.0	12.0
Department store	+13.7	12.0	11.0
Discount store	+11.1	32.0	30.0
Drug store	−21.9	3.0	4.0
Home improvement center	+4.2	1.0	1.0
Housewares/hardware store	−13.2	5.0	6.0
Supermarket	+4.2	2.0	2.0
Variety store	−21.9	3.0	4.0
Other	+38.9	4.0	3.0
Total	+4.2%	100.0%	100.0%

Based on 87,415,000 units for 1984 and 83,912,000 units for 1983

AIR TREATMENT

Air purifier shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Filtration	−21.7%	79.5%	87.9%
Ionization	+46.3	20.5	12.1
Total	−13.5%	100.0%	100.0%

Based on 4,645,000 units for 1984 and 5,368,000 units for 1983

Fan shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Ceiling fans	+25.4%	32.6%	29.1%
Window	−1.7	22.2	25.2
Kitchen/bathroom built-in exhaust	+9.0	15.5	15.9
Range/oven hood	+6.5	10.9	11.5
Desk/bracket/pedestal	+20.1	14.8	13.8
Hassock/roll-about	+1.0	4.0	4.5
Total	+12.0%	100.0%	100.0%

Based on 23,515,000 units for 1984 and 21,003,000 units for 1983

FLOOR CARE

Vacuum cleaner sales by retail price range

	% change in units shipped 1984/83	% of shipments 1984	1983
Under $70	+1.4%	26.0%	28.0%
$70-$100	+1.1	25.0	27.0
$101-$150	+9.2	16.0	16.0
Over $150	+24.3	33.0	29.0
Total	+9.2%	100.0%	100.0%

Based on 13,586,000 units for 1984 and 12,439,000 units for 1983

Hand-held vacuum shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Rechargeable battery	+24.0%	91.0%	89.7%
Electric	+7.6	9.0	10.3
Total	+22.4%	100.0%	100.0%

Based on 5,200,000 units for 1984 and 4,250,000 units for 1983

Floor care sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+8.6%	3.0%	3.0%
Catalog showroom	−9.5	15.0	18.0
Catalog store (Sears, Penneys, etc.)	+8.6%	22.0	22.0
Department store	+8.6	16.0	16.0
Discount store	+15.4	17.0	16.0
Door-to-door	+39.6	9.0	7.0
Drug store	+8.3	1.0	1.0
Furniture store	+8.3	1.0	1.0
Home improvement center	+8.3	1.0	1.0
Housewares/hardware store	+8.6	5.0	5.0
Vac shop	+8.6	8.0	8.0
Other	+8.7	2.0	2.0
Total	+8.6%	100.0%	100.0%

Based on 15,595,000 units for 1984 and 14,361,000 units for 1983

PERSONAL CARE

Curling iron shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Dry	+4.0%	71.4%	69.7%
Mist	−4.3	28.6	30.3
Total	+1.5%	100.0%	100.0%

Based on 6,245,000 units for 1984 and 6,153,000 units for 1983

Hair setter shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Dry	+5.4%	58.4%	56.7%
Mist	−1.7	41.6	43.3
Total	+2.3%	100.0%	100.0%

Based on 3,065,000 units for 1984 and 2,995,000 units for 1983

(See 'How we did it,' page 79, for credits)

PERSONAL CARE, cont.

Hair dryer sales by wattage

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Less than 500	+4.3%	1.0%	1.0%
500-750	+3.7	2.0	2.0
800-950	−17.1	4.0	5.0
1,000-1,200	−8.2	45.0	49.0
Over 1,200	+11.6	48.0	43.0
Total	+3.7%	100.0%	100.0%

Based on 19,564,000 units for 1984 and 18,857,000 units for 1983

Bathroom scale shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Electronic digital	+13.8%	23.5%	21.5%
Regular	+1.0	76.5	78.5
Total	+3.7%	100.0%	100.0%

Based on 7,255,000 units for 1984 and 6,993,000 units for 1983

Personal care sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Catalog showroom	−5.1%	28.0%	31.0%
Catalog store (Sears, Penneys, etc.)	+5.1	8.0	8.0
Department store	+5.1	8.0	8.0
Discount store	+11.5	35.0	33.0
Drug store	+22.6	14.0	12.0
Housewares/ hardware store	+5.1	4.0	4.0
Variety store	+5.2	2.0	2.0
Other	−47.4	1.0	2.0
Total	+5.1%	100.0%	100.0%

Based on 63,294,000 units for 1984 and 60,217,000 units for 1983

CLOCKS

Decorative wall clock shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Electric	−0.4%	17.3%	18.5%
Battery	+8.1	78.4	77.0
Quartz	+9.7	74.6	72.2
Non-quartz	−15.6	3.8	4.8
Key-wind	+2.6	4.3	4.5
Total	+6.3%	100.0%	100.0%

Based on 6,537,000 units for 1984 and 6,150,000 units for 1983

Kitchen wall clock shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Electric	−3.6%	29.4%	32.7%
Battery	+12.6	70.6	67.3
Quartz	+13.8	68.4	64.5
Non-quartz	−16.2	2.2	2.8
Total	+7.3%	100.0%	100.0%

Based on 7,527,000 units for 1984 and 7,017,000 units for 1983

Alarm clock shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Electric	+4.0%	37.6%	38.8%
Battery (quartz)	+14.0	46.6	43.9
Key-wind	−1.8	15.8	17.3
Total	+7.4%	100.0%	100.0%

Based on 16,464,000 units for 1984 and 17,192,000 units for 1983

Desk/table/occasional clock shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Electric	−13.1%	9.7%	12.4%
Battery	+16.2	70.2	67.1
Quartz	+18.6	65.8	61.6
Non-quartz	−10.5	4.4	5.5
Key-wind	+8.4	20.1	20.5
Total	+11.0%	100.0%	100.0%

Based on 1,162,000 units for 1984 and 1,047,000 units for 1983

Analog clock shipments by style

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Decorative wall	+6.4%	23.2%	23.2%
Kitchen wall	+7.4	28.1	27.9
Alarm	+5.3	44.4	44.8
Desk/table/ occasional	+11.1	4.3	4.1
Total	+6.4%	100.0%	100.0%

Based on 26,313,000 units for 1984 and 24,733,000 units for 1983

Digital clock shipments by style

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Decorative wall	+5.5%	5.8%	6.0%
Kitchen wall	−0.8	1.7	2.0
Alarm	+11.1	92.1	91.6
Desk/table/ occasional	+7.4	0.4	0.4
Total	+10.6%	100.0%	100.0%

Based on 7,377,000 units for 1984 and 6,673,000 units for 1983

(See 'How we did it,' page 79, for credits)

HOUSEWARES HIGHLIGHTS

Clock sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Catalog showroom	+18.0%	22.0%	20.0%
Catalog store (Sears, Penneys, etc.)	+7.3	14.0	14.0
Department store	+7.3	10.0	10.0
Discount store	+3.8	30.0	31.0
Drug store	+7.3	7.0	7.0
Furniture store	+7.3	1.0	1.0
Home improvement center	+7.3	3.0	3.0
Housewares/ hardware store	+7.3	7.0	7.0
Jewelry store	+7.3	4.0	4.0
Other	−28.5	2.0	3.0
Total	+7.3%	100.0%	100.0%

Based on 33,690,000 units for 1984 and 31,406,000 units for 1983

Metal cookware shipments with non-stick surface

	% change in units shipped 1984/83	% of shipments	
		1984	1983
With non-stick surface	+3.2%	44.7%	45.3%
Without non-stick surface	+6.3	55.3	54.7
Total	+4.6%	100.0%	100.0%

Based on 123,737,000 units for 1984 and 118,257,000 units for 1983

Metal cookware sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Catalog showroom	−2.8%	13.0%	14.0%
Catalog store (Sears, Penneys, etc.)	+14.1	12.0	11.0
Department store	+10.4	19.0	18.0
Discount store	+13.0	27.0	25.0
Drug store	+4.7	2.0	2.0
Gourmet/gift shop	−21.5	6.0	8.0
Housewares/ hardware store	−8.4	7.0	8.0
Supermarket	+4.6	7.0	7.0
Variety store	+4.7	2.0	2.0
Other	+4.6	5.0	5.0
Total	+4.6%	100.0%	100.0%

Based on 123,737,000 units for 1984 and 118,257,000 units for 1983

Microwave oven cookware sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+4.9%	8.0%	8.0%
Catalog showroom	+4.8	9.0	9.0
Catalog store (Sears, Penneys, etc.)	+4.8	17.0	17.0
Department store	−4.7	10.0	11.0
Discount store	+18.0	27.0	24.0
Drug store	+4.9	3.0	3.0
Microwave specialty store	−6.8	8.0	9.0
Housewares/ hardware store	+4.9	7.0	7.0
Supermarket	+4.8	6.0	6.0
Variety store	+4.9	3.0	3.0
Other	−30.1	2.0	3.0
Total	+4.8%	100.0%	100.0%

Based on 22,151,000 units for 1984 and 21,129,000 units for 1983

Microwave appliance shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Corn poppers	+1.4%	86.1%	87.6%
Coffee makers	+0.0	2.3	2.4
Pizza crispers	+24.1	5.2	4.3
Steamers	+15.8	6.4	5.7
Total	+3.1%	100.0%	100.0%

Based on 693,000 units for 1984 and 672,000 units for 1983

Home security product sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Catalog showroom	+15.9%	12.0%	11.0%
Catalog store (Sears, Penneys, etc.)	−0.4	15.0	16.0
Department store	+6.3	2.0	2.0
Discount store	+13.3	32.0	30.0
Drug store	+6.3	3.0	3.0
Electronics specialty store	+6.3	2.0	2.0
Housewares/ hardware store	+6.3	15.0	15.0
Home improvement center	+6.3	13.0	13.0
Mail order	+6.3	2.0	2.0
Variety store	+6.5	1.0	1.0
Other	−36.2	3.0	5.0
Total	+6.3%	100.0%	100.0%

Based on 19,559,000 units for 1984 and 18,406,000 units for 1983

Charcoal grill shipments by type

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Picnic grills	+5.1%	44.7%	42.6%
Smokers	+4.5	21.8	20.8
Hibachis	−3.7	23.9	24.9
Braziers	−18.7	8.3	10.2
Wagons	−11.6	1.3	1.5
Total	+0.2%	100.0%	100.0%

Based on 10,574,000 units for 1984 and 10,558,000 units for 1983

Barbecue grill sales by type of outlet

	% change in units shipped 1984/83	% of shipments	
		1984	1983
Appliance/TV store	+44.3%	7.0%	5.0%
Catalog showroom	+3.1	13.0	13.0
Catalog store (Sears, Penneys, etc.)	−1.8	20.0	21.0
Department store	+3.1	3.0	3.0
Discount store	+3.1	32.0	32.0
Home improvement center	+14.5	10.0	9.0
Housewares/ hardware store	−14.0	5.0	6.0
L.P. gas dealer	−11.6	6.0	7.0
Other	+3.1	4.0	4.0
Total	+3.1%	100.0%	100.0%

Based on 13,396,000 units for 1984 and 12,991,000 units for 1983

(See 'How we did it,' page 79, for credits)

63RD ANNUAL STATISTICAL & MARKETING REPORT

WORLD MARKETING

IMPORTS

MAJOR APPLIANCES

Product**	1984*	1983	1982	1981
Freezers	96 $22,658	80 $16,710	88 $14,626	38 $6,338
Microwave Ovens	4,940 $571,221	2,472 $341,177	1,108 $197,571	1,082 $212,572
Refrigerator/ Freezer Combination (Under 6.5 Cu. Ft.)	714 $52,310	462 $31,599	430 $29,443	324 $25,790
Refrigerator/ Freezer Combination (6.5 to 9.5 Cu. Ft.)	182 $12,095	103 $7,339	52 $4,961	152 $8,173
Refrigerator/ Freezer Combination (9.5 to 13.5 Cu. Ft.)	260 $34,373	208 $25,481	114 $15,625	81 $10,962
Refrigerator/ Freezer Combination (13.5 Cu. Ft. & Over)	13 $4,739	10 $3,651	2 $696	4 $943
Total Refrigerator/Freezer Combination	1,169 $103,517	783 $68,070	608 $50,725	561 $45,868

HOUSEWARES

Product**	1984*	1983	1982	1981
Can Openers & Combinations	1,244 $8,617	1,137 $6,577	1,300 $8,449	1,089 $6,704
Coffee Makers	1,548 $32,236	952 $15,336	418 $7,707	382 $5,734
Food Blenders	485 $5,181	486 $5,467	304 $4,218	9 $141
Hair Dryers	20,396 $109,921	19,108 $103,621	3,320 $19,751	15,033 $88,142
Irons	7,467 $72,239	6,427 $59,837	4,231 $43,240	2,555 $25,141
Juice Extractors	543 $5,256	379 $4,425	322 $3,862	248 $3,183
Shavers, Electric	5,121 $72,700	4,010 $58,964	4,010 $59,460	3,503 $46,212
Toasters	839 $7,411	290 $2,932	204 $1,796	122 $826
Vacuum Cleaners	2,624 $36,443	1,022 $25,272	491 $15,259	452 $13,277

AUDIO

Product**	1984*	1983	1982	1981
Antennas, CB	640 $3,491	843 $4,136	754 $3,040	1,057 $4,358
Antennas, Radio	10,268 $56,421	10,668 $36,448	9,399 $29,224	9,294 $30,577
Loudspeakers	41,072 $284,251	57,693 $222,658	69,335 $231,608	83,214 $264,358
Microphones	2,059 $26,071	4,444 $20,166	5,651 $21,552	5,602 $24,670
Audio Frequency Electric Amplifiers	3,636 $202,916	4,697 $155,950	5,562 $145,387	4,869 $148,477
Headphone/Electric Sound Amplifier Sets	33,302 $134,538	16,363 $67,939	13,023 $44,324	8,318 $47,625
Auto Transistor Radios	716 $41,536	1,986 $109,975	1,834 $98,145	2,027 $97,518
Clock Transistor Radios	17,400 $223,303	12,121 $163,791	8,433 $115,004	9,762 $108,711
AM Trans. Radios (Not Battery Operated)	954 $16,636	612 $13,250	606 $21,931	756 $26,517
AM Trans. Radios (Battery Operated)	6,217 $21,639	4,530 $14,497	4,847 $16,229	6,153 $20,169
FM AM/FM Multiband Transistor Radios (Not Battery Operated)	3,210 $202,661	2.467 $174,260	2,150 $167,914	2,348 $205,998
FM AM/FM Multiband Transistor Radios (Battery Operated)	24,996 $248,186	18,908 $201,631	17,708 $222,143	14,474 $188,038
Radios, Total	53,493 $753,961	40,624 $677,404	35,578 $641,366	35,520 $646,951
Radio/Phono Combos (Including Consoles)	47 $2,297	46 $2,242	42 $1,363	67 $2,182
Radio/Phono/Tape Player Combos (Tape Player Trimode)	358 $26,202	338 $23,547	303 $25,857	200 $11,051
Automatic Record Changer	161 $3,090	390 $4,889	1,212 $19,123	2,856 $51,975

AUDIO, cont.

Product**	1984*	1983	1982	1981
Stereo Phonos	234 $14,111	105 $9,024	96 $8,503	71 $5,642
Automatic Turntables	874 $48,142	715 $40,286	672 $43,017	658 $43,812
Turntables Other	2,173 $170,160	1,838 $96,596	1,554 $72,967	1,802 $94,626
Transceivers/CB	1,148 $42,611	864 $31,498	1,359 $50,877	1,362 $52,576
Tape Players Auto	2,876 $76,179	3,168 $70,286	2,561 $66,746	2,575 $77,190
Tape Players Other	7,218 $119,888	4,394 $89,836	3,741 $118,085	2,058 $83,395
Tape Recorders, Stereo (Cassette/Cartridge)	2,315 $181,825	2,757 $202,145	2,313 $184,250	2,856 $248,199
Tape Recorders, Stereo (Open Reel)	51 $7,907	71 $10,263	64 $17,194	115 $22,405
Tape Recorders, Mono (Cassette/Cartridge)	1,790 $66,941	1,740 $62,061	931 $52,647	297 $17,645
Tape Recorders, Mono (Open Reel)	27 $11,871	16 $6,958	31 $10,114	27 $6,949
Tape Recorders, Battery (Cassette/Cartridge)	4,069 $144,179	4,621 $124,280	6,323 $154,662	7,906 $194,759
Tape Recorders, Battery (Open Reel)	62 $17,369	57 $14,381	169 $13,733	62 $16,765
Radio-Tape Recorder Combos	16,262 $722,429	11,260 $533,633	10,491 $535,425	11,212 $596,646
Radio-Tape Player Combos	19,940 $1,016,799	13,478 $664,854	10,375 $525,852	10,326 $561,105
Total Tape Recorders/Players	54,610 $2,365,387	41,562 $1,778,697	36,999 $1,678,708	37,434 $1,825,058

*Projection based on 10 months

**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.

WORLD MARKETING

IMPORTS, cont.

VIDEO

Product**	1984*	1983	1982	1981
Antennas, TV	8,768 $12,324	10,615 $11,184	13,816 $15,678	19,604 $21,259
B&W TV (10 inch & under)	1,650 $111,881	674 $48,584	752 $54,357	778 $58,806
B&W TV (11-17 inches)	4,258 $189,881	3,772 $175,705	3,843 $206,054	4,332 $239,250
B&W TV (18 inches & over)	151 $18,891	203 $21,496	142 $15,435	345 $34,786
Color TV (10-inch & under)	627 $100,088	431 $69,264	371 $66,714	398 $74,052
Color TV (11-17 inches)	3,896 $509,668	2,316 $339,622	1,031 $202,875	840 $174,006
Color TV (18 inches & over)	3,487 $530,924	2,017 $339,563	746 $214,122	618 $174,733
TV, Total	13,790 $1,460,453	9,413 $994,234	6,885 $759,557	7,312 $756,633
Videotape Recorders	10,291 $3,146,596	4,765 $1,615,473	2,469 $1,047,910	2,013 $1,018,770
Home Video Camera, B&W	117 $37,141	80 $21,139	84 $17,255	72 $15,468
Home Video Camera, Color	756 $411,111	398 $228,081	403 $229,232	362 $210,379
Picture Tubes, B&W	315 $18,728	337 $9,105	889 $13,175	667 $15,342
Picture Tubes, Color	794 $46,134	674 $38,640	627 $38,602	984 $52,933

CALCULATORS

Product**	1984*	1983	1982	1981
Display Only	3,607 $34,496	2,364 $20,630	1,965 $18,891	2,085 $22,550
Hand-Held or Pocket Type	38,054 $158,877	29,136 $120,456	21,332 $117,760	22,333 $139,124
Other For X and ÷	1,373 $14,145	1,253 $9,460	844 $6,664	624 $7,462
All Other	9,222 $213,372	6,860 $143,304	4,829 $135,230	5,190 $155,208
Total	52,254 $420,890	38,613 $293,850	28,970 $278,545	30,232 $324,344

*Projection based on 10 months

**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.

EXPORTS

MAJOR APPLIANCES

Product**	1984*	1983	1982	1981
Dishwashers	68 $16,770	63 $15,409	52 $13,146	78 $17,053
Dryers	55 $14,275	48 $11,582	48 $12,226	56 $13,992
Freezers	24 $10,978	26 $12,766	30 $15,558	49 $26,373
Microwave Ovens	147 $33,318	87 $21,636	69 $19,328	123 $33,757
Ranges, Electric	49 $17,424	56 $17,804	81 $27,901	93 $27,885
Refrigerators	145 $80,887	188 $100,876	247 $129,154	329 $172,453
Room Air Conditioners	94 $34,713	181 $85,910	389 $144,729	569 $217,170
Washers, Automatic	106 $32,246	115 $34,726	129 $39,038	142 $40,878
Washers, Other	29 $7,447	28 $7,052	21 $5,701	37 $9,490

HOUSEWARES

Product**	1984*	1983	1982	1981
Can Openers & Knife Sharpeners	182 $2,326	150 $1,840	225 $2,615	195 $2,345
Clocks, Electric	114 $3,008	464 $5,708	857 $10,323	902 $11,707
Coffee Makers	683 $13,895	886 $13,742	1,010 $16,204	1,264 $18,158
Fans	91 $3,769	88 $3,823	342 $23,946	215 $8,679
Irons	464 $4,662	578 $5,806	1,019 $11,207	1,888 $21,448
Juicers, Mixers & Blenders	437 $12,623	505 $13,755	889 $25,082	1,343 $31,561
Shavers, Electric	442 $5,555	367 $3,834	519 $5,761	316 $2,980
Toasters	827 $12,050	941 $15,588	991 $17,047	1,252 $19,113
Vacuum Cleaners	332 $32,583	300 $32,399	327 $32,338	558 $47,968

HOME ELECTRONICS

Product**	1984*	1983	1982	1981
Radios	1,210 $107,603	1,021 $86,094	1,171 $83,240	1,335 $91,623
TV, B&W	71 $7,263	52 $6,770	138 $16,634	260 $29,730
TV, Color	272 $93,552	237 $83,804	382 $139,334	646 $236,295
TV Chassis & Kits	3,572 $95,144	3,173 $96,331	1,841 $64,610	3,280 $123,786
TV, Total	3,915 $195,959	3,462 $186,905	2,361 $220,578	4,186 $389,811
Tape Recorders & Players	45 $9,281	27 $10,240	109 $18,188	150 $18,441

*Projection based on 10 months

**All figures in thousands, number of units exported. Manufacturers' value plus freight and insurance.

SOURCE: U.S. Dept. of Commerce
Bureau of the Census

MARKET PROFILES

REGIONS	RESIDENTIAL CUSTOMERS 3RD QTR. 1984 (1)		FARM RESIDENTIAL CUSTOMERS (2)		AUTHORIZED HOUSING PERMITS (3) (Projected From 9 Mos.)		PROJECTED PERSONAL INCOME 1984 (4) (IN MILLIONS OF DOLLARS)	
	NUMBER	PERCENT CHANGE 3RD QTR. (1984/1983)	NUMBER	PERCENT CHANGE (1984/1983)	NUMBER	PERCENT CHANGE (1984/1983)	AMOUNT	PERCENT CHANGE (1984/1983)
NEW ENGLAND:								
TOTAL	**4,721,031**	**+ 1.8%**	**29,640**	**+ 2.1%**	**69,539**	**+ 21.2%**	**$180,363**	**+11.0%**
CONNECTICUT	1,176,716	+ 1.7	4,250	− 4.5	17,866	+ 14.0	52,259	+11.8
MAINE	492,718	+ 1.9	7,900	− 1.3	6,728	+ 61.2	12,433	+10.2
MASSACHUSETTS	2,080,906	+ 1.6	6,050	+15.2	27,470	+ 19.4	84,820	+10.9
NEW HAMPSHIRE	396,996	+ 3.4	3,450	+ 9.5	9,504	+ 21.7	12,989	+12.7
RHODE ISLAND	348,905	+ 1.3	740	− 6.3	3,871	+ 0.4	12,105	+ 8.6
VERMONT	224,790	+ 1.9	7,250	− 2.0	4,100	+ 42.3	5,757	+ 9.8
MIDDLE ATLANTIC:								
TOTAL	**12,815,316**	**+ 1.1**	**114,200**	**− 2.6**	**116,475**	**+ 8.3**	**518,963**	**+10.2**
NEW JERSEY	2,622,290	+ 1.3	9.300	− 1.1	38,819	+ 7.6	115,362	+ 9.4
NEW YORK	5,880,260	+ 1.1	47,500	− 4.0	42,171	+ 11.1	253,132	+10.3
PENNSYLVANIA	4,312,766	+ 1.0	57,400	− 1.7	35,485	+ 5.9	150,469	+10.5
EAST NORTH CENTRAL:								
TOTAL	**15,354,281**	**+ 0.6**	**412,850**	**− 4.1**	**124,030**	**+ 11.0**	**524,371**	**+ 9.6**
ILLINOIS	4,140,594	+ 0.7	95,050	− 5.0	31,651	+ 4.7	154,603	+ 8.5
INDIANA	2,041,663	+ 0.7	81,200	− 5.7	19,906	+ 23.4	63,319	+10.3
MICHIGAN	3,375,333	+ 0.4	62,350	− 3.1	25,793	+ 19.2	115,526	+11.1
OHIO	3,941,540	+ 0.6	89,100	− 2.2	28,666	+ 7.2	131,862	+ 9.4
WISCONSIN	1,855,151	+ 1.1	85,150	− 4.4	18,014	+ 6.2	59,061	+ 9.5
WEST NORTH CENTRAL:								
TOTAL	**6,816,096**	**+ 1.2**	**532,250**	**− 1.6**	**88,445**	**+ 14.4**	**216,648**	**+ 9.7**
IOWA	1,112,652	+ 0.2	111,850	− 1.8	6,646	− 7.3	33,512	+ 7.8
KANSAS	957,255	+ 1.7	73,200	− 1.3	16,161	+ 13.7	33,211	+11.8
MINNESOTA	1,582,475	+ 1.7	100,000	− 1.9	26,820	+ 8.1	54,304	+10.0
MISSOURI	1,924,109	+ 1.0	115,850	+ 0.0	26,013	+ 38.9	60,023	+10.1
NEBRASKA	714,091	+ 1.8	59,400	− 4.7	5,874	+ 6.3	19,757	+10.3
NORTH DAKOTA	255,616	+ 1.4	35,450	− 4.1	3,092	− 29.6	8,508	+ 7.1
SOUTH DAKOTA	269,898	+ 0.9	36,500	+ 1.4	3,839	+ 53.5	7,333	+ 6.4
SOUTH ATLANTIC:								
TOTAL	**15,142,675**	**+ 3.8**	**295,200**	**− 4.5**	**478,892**	**+ 8.8**	**481,660**	**+11.6**
DELAWARE	235,960	+ 3.0	3,550	+ 6.0	4,268	+ 17.0	8,376	+ 9.1
DISTRICT OF COLUMBIA	178,139	+ 0.9	—	—	676	+312.3	11,149	+13.7
FLORIDA	4,700,334	+ 4.0	39,600	− 2.5	204,785	+ 8.1	138,673	+12.0
GEORGIA	2,263,178	+ 8.8	50,500	− 7.3	72,328	+ 8.9	67,589	+13.6
MARYLAND	1,470,911	+ 2.6	17,600	− 1.1	36,535	− 8.2	62,030	+10.9
NORTH CAROLINA	2,369,825	+ 2.6	78,200	− 7.1	61,279	+ 11.9	66,310	+11.4
SOUTH CAROLINA	1,224,314	+ 2.4	27,650	− 9.6	37,837	+ 25.3	33,038	+10.2
VIRGINIA	1,976,319	+ 2.7	56,450	− 1.7	59,365	+ 10.4	75,372	+12.1
WEST VIRGINIA	723,695	+ 0.5	21,650	+ 3.8	1,819	− 0.8	19,123	+ 6.3
EAST SOUTH CENTRAL:								
TOTAL	**5,535,258**	**+ 1.5**	**297,000**	**− 1.0**	**73,047**	**+ 10.2**	**150,638**	**+ 9.8**
ALABAMA	1,488,060	+ 1.9	53,450	+ 0.0	17,111	− 3.5	40,031	+ 9.4
KENTUCKY	1,339,251	+ 0.8	100,000	− 1.9	12,360	+ 4.4	37,836	+ 8.4
MISSISSIPPI	923,466	+ 1.6	49,500	− 2.0	12,545	+ 28.4	22,836	+ 9.0
TENNESSEE	1,784,481	+ 1.8	94,050	+ 0.0	31,031	+ 15.1	49,935	+11.6
WEST SOUTH CENTRAL:								
TOTAL	**9,734,811**	**+ 4.0**	**345,600**	**+ 1.3**	**271,892**	**− 24.6**	**312,827**	**+ 9.3**
ARKANSAS	919,872	+ 1.8	54,400	− 1.8	9,969	− 1.0	23,275	+11.5
LOUISIANA	1,595,124	+ 2.2	35,650	− 1.4	29,769	− 12.1	49,220	+ 8.0
OKLAHOMA	1,338,207	+ 2.6	73,200	+ 4.3	24,918	− 37.9	39,516	+ 9.3
TEXAS	5,881,608	+ 5.1	182,350	+ 1.6	207,236	− 25.1	200,816	+ 9.3
MOUNTAIN:								
TOTAL	**4,642,375**	**+ 3.7**	**120,600**	**+ 4.0**	**185,445**	**+ 10.9**	**147,643**	**+ 9.7**
ARIZONA	1,102,504	+ 5.9	7,600	+19.7	81,682	+ 27.7	35,211	+11.5
COLORADO	1,266,750	+ 4.2	26,550	+ 6.6	43,969	− 14.5	43,767	+ 9.2
IDAHO	382,421	+ 1.2	24,350	+ 0.8	4,208	− 0.4	10,410	+10.1
MONTANA	331,609	+ 1.4	23,650	+ 0.0	2,944	− 3.7	8,699	+ 7.0
NEVADA	355,300	+ 4.1	2,450	+ 0.0	12,580	− 22.2	11,971	+ 7.7
NEW MEXICO	503,793	+ 3.6	13,150	+ 3.5	18,218	+ 69.6	14,624	+ 8.4
UTAH	500,430	+ 2.6	13,850	+ 9.5	20,046	+ 35.4	16,191	+11.2
WYOMING	199,568	+ 0.0	9,000	− 1.1	1,798	− 37.4	6,770	+10.5
PACIFIC:								
TOTAL	**12,141,949**	**+ 1.0**	**156,130**	**+ 0.2**	**290,474**	**+ 29.1**	**474,007**	**+ 8.9**
ALASKA	164,426	+ 6.5	630	+44.8	5,884	− 47.8	9,196	+11.6
CALIFORNIA	8,936,996	+ 1.5	77,200	+ 0.0	241,982	+ 40.1	364,776	+ 9.3
HAWAII	278,179	+ 1.8	4,050	+ 2.5	4,051	− 14.9	13,082	+ 5.5
OREGON	1,056,951	− 0.2	36,650	+ 0.0	8,190	− 5.8	31,022	+ 8.5
WASHINGTON	1,705,397	+ 2.7	37,600	+ 0.0	30,367	+ 10.5	55,931	+ 6.8
U.S.A. TOTAL:	**86,903,792**	**+ 2.1**	**2,303,470**	**− 1.6**	**1,698,239**	**+ 5.3**	**3,007,120**	**+10.0**

SOURCES:
(1) Edison Electric Institute
(2) U.S. Dept. of Agriculture
(3) U.S. Dept. of Commerce—Housing Units Authorized by Building Permits and Public Contracts
(4) Based on information from BusinessWeek through Aug. 1984

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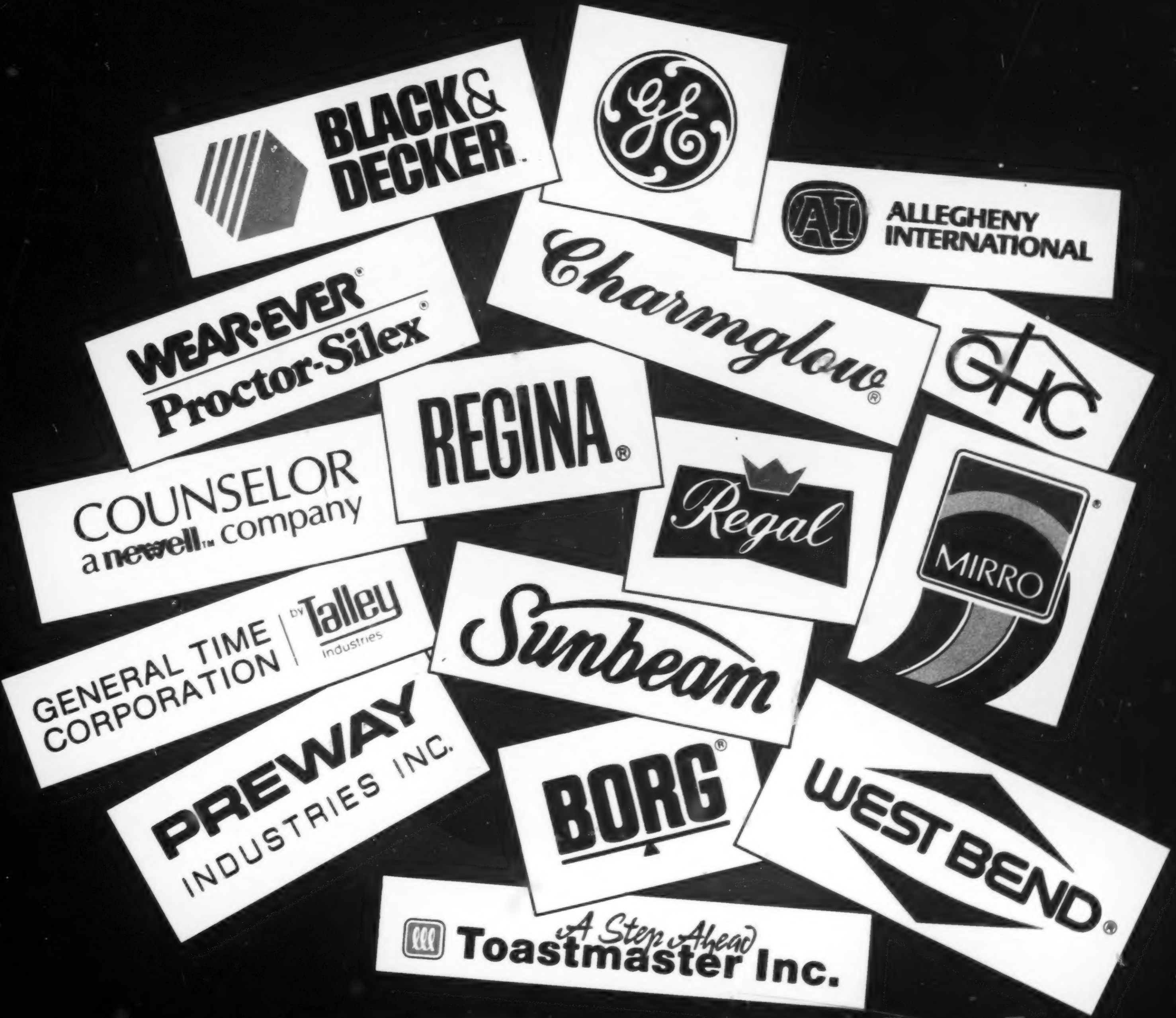
A GRALLA PUBLICATION

APRIL 1985

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

[illegible] HARDGOODS RETAILERS [illegible]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A Step Ahead

Reshuffling the deck in Housewares

Mergers, spin-offs and leveraged buyouts change the face of the industry

Also in this issue:

Targeted for growth: Vendors aim products

Small video store's quirky personality

Marketing means movement in the

Pressure builds for import restrictions

Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

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Merchandising
COUNSELOR
Reshuffling the deck in Housewares

VIDEO & AUDIO

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New Releases 36

Irreverent newsletters boost sales 10% after each mailing for video software chain

By Irene Clepper, contributing editor

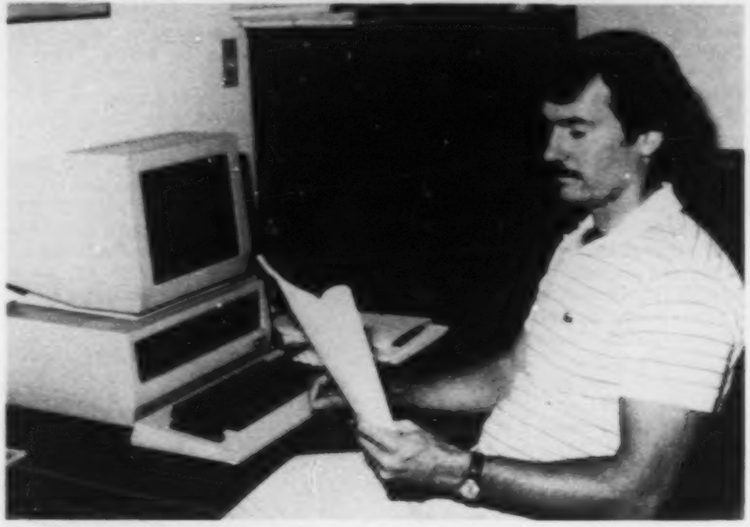
SAN FRANCISCO—"The video store that prevails against the competition from mass merchandisers will be the one giving personalized service," says Jim George, founder and president of the 12-store Home Video affiliation.

So George personalizes—and he does it with a vengeance.

Take his stores' newsletters. Always funny, often irreverent, they're read avidly by customers who call in consternation if they think their copy is late.

Home Video is also a family business, with as many relatives on deck as George can muster.

And he himself is a media hound, often appearing on radio talk shows to discuss and promote the video revolution (as well as his stores). George has publicly debated a local congressman over the first sale doctrine. And Home Video is always anxious to make movie clips available to local TV stations that may need one to flesh out a news story.



FOUR RENTAL PLANS are described in Home Video's monthly newsletter, says president Jim George. Three allow specific rental privileges for specific prices, while the last allows unlimited renting if the customer turns in his home and car.

Newsletter is read

George's newsletter, which he writes himself, is a free-wheeling roundup of new titles, what's going on in the store and what the suppliers are up to.

In one, for example, he announced his rental program as follows:

1. A yearly fee of $25, with 13 free rentals each time you renew. That would be two free at the time of renewal and one a month for the next 11 months.

2. A one-time fee of $60, with no expiration date. You may rent for the rest of your life or until we go Chapter 11. You get 13 free rentals, plus a certificate for a $30 servicing on your machine.

3. Express account, whereby you pay in advance for your rentals in increments of $50, entitling you to 50 one-day rentals.

4. Lease option. Give us the mortgage to your house and the keys to your car and you can rent anything you want at any time.

Coming down hard on suppliers, George once branded one studio's rental program as "garbage," and told his readers "no store in Northern California is planning on ordering any of the titles."

Although each newsletter's mailing is followed by an immediate increase in business of 10 percent or more, George is hard-pressed to find the time to write them. They came out irregularly until recently, when customers started calling to find out when the next edition would be available. Some were worried their names had been dropped from the mailing list.

Not to worry, said George, who started his next monthly edition with

(Continued on page 32)

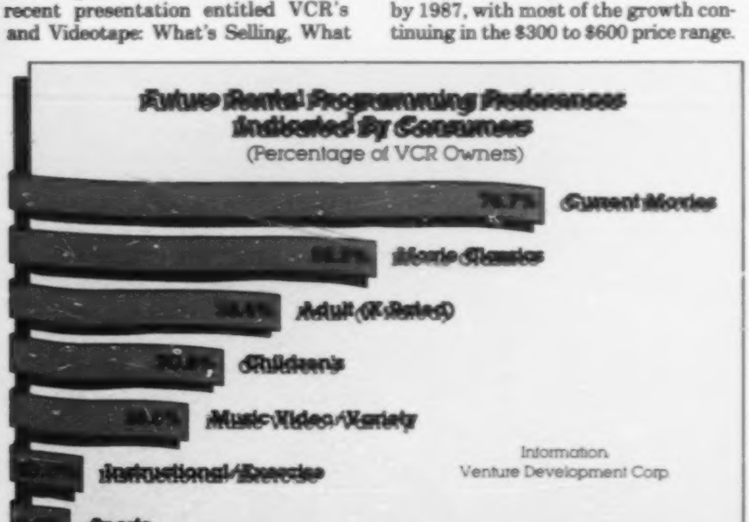
Annual VCR shipments should hit 10 million by 1987

By Marilyn Sibirski, field editor

LAS VEGAS—With VCR's becoming entrenched as a household staple, how well will other video-related products—playback-only models, cameras and tapes—fare throughout the decade?

This question was tackled during a recent presentation entitled VCR's and Videotape: What's Selling, What Will Sell Tomorrow and Why? by Ray Boggs, manager of the consumer electronics division for Venture Development Corp., a market research firm based in Wellesley, MA.

In the booming VCR category, Boggs reported that annual shipments are expected to top the 10 million mark by 1987, with most of the growth continuing in the $300 to $600 price range.



CUSTOMERS ARE DISSATISFIED with the picture quality of some rental tapes, but not with the videocassettes they purchase, according to a Venture Development Corp. study. This chart indicates the future rental programming preferences indicated by consumers.

Increased affordability and improved product performance were cited as the main contributors to the jump in sales.

"About 18 percent of the nonowners we surveyed expect to acquire a VCR in the next 12 months and another 20 percent said they are likely to purchase a unit within the next two years," Boggs told the audience. "The most popular outlet for buying a VCR, cited by more than 25 percent of nonowners, is the mass merchant discount store, although another 20 percent replied that they prefer to buy at a video specialty store."

Playback models coming

Boggs pointed out that the soon-to-be-shipped playback-only models will make their strongest appeal as a second VCR. "We expect to see an increasing number of households with two VCR's, and playback-only units will definitely contribute to this trend. But the real driving force behind the two-VCR household is more likely to be the upgrading of basic units to machines with added features."

In the video camera arena, Boggs noted that annual shipments for color models will continue to grow at modest levels. Shipments, which should rise to 700,000 in 1985, are not expected to reach the one million mark before 1989.

"About one third of VCR owners indicated that they plan to buy a video camera in the next two years," Boggs

(Continued on page 54)

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. Star Trek III: The Search for Spock *(Paramount)*	—	1
2. All of Me *(Thorn EMI)* GP	5	2
3. Police Academy *(Warner)* GP	1	3
4. Tightrope *(Warner)* GP	2	2
5. The Woman in Red *(Vestron)* GP	14	2
6. Red Dawn *(MGM/UA)*	—	1
7. The Natural *(RCA/Columbia)* GP	3	4
8. Gone With the Wind *(MGM/UA)*	—	1
9. Once Upon A Time in America *(Warner)*	—	1
10. The Evil that Men Do *(RCA/Columbia)*	19	2
11. Revenge of the Nerds *(CBS/Fox)*	—	1
12. Romancing the Stone *(CBS/Fox)*	7	7
13. Bachelor Party *(CBS/Fox)*	—	1
14. Splash *(Touchstone)* GP	10	7
15. Purple Rain *(Warner)* GP	4	4
16. Cloak & Dagger *(MCA)* GP	11	3
17. The Adventure of Buckaroo Banzai *(Vestron)*	—	1
18. Rhinestone *(CBS/Fox)*	29	2
19. The Empire Strikes Back *(CBS/Fox)*	6	4
20. The Last Starfighter *(MCA)* GPI	8	4
21. Dreamscape *(Thorn EMI)* GP	9	3
22. Best Defense *(Paramount)*	13	2
23. Moscow On the Hudson *(RCA/Columbia)*	15	5
24. The Neverending Story *(Warner)* GP	12	3
25. The Muppets Take Manhattan *(CBS/Fox)*	—	1
26. C.H.U.D. *(Media)*	—	1
27. Flashpoint *(MCA)*	—	1
28. The Philadelphia Experiment *(Thorn EMI)* GP	18	5
29. Mike's Murder *(Warner)* G	23	2
30. Against All Odds *(RCA/Columbia)*	17	8

Top 10 in videocassette sales

1. Star Trek III: The Search for Spock *(Paramount)*	—	1
2. Gone With the Wind *(MGM/UA)*	—	1
3. Jane Fonda's Workout *(Karl Video)* GPI	2	33
4. Purple Rain *(Warner)* GP	1	4
5. Jane Fonda Prime Time *(Karl Video)* GP	4	4
6. Raiders of the Lost Ark *(Paramount)* GPI	5	17
7. Lionel Richie: All Night Long *(RCA/Columbia)*	—	1
8. Star Trek II: The Wrath of Khan *(Paramount)* GPI	6	13
9. The Empire Strikes Back *(CBS/Fox)*	3	4
10. Star Trek: The Motion Picture *(Paramount)*	—	1

Top 5 in CED videodisc sales

1. The Empire Strikes Back *(CBS/Fox)*	1	4
2. Purple Rain *(Warner)* GP	2	3
3. Tightrope *(Warner)* GP	3	2
4. Police Academy *(Warner)* GP	4	3
5. Once Upon A Time In America *(Warner)*	—	1

Top 5 in laserdisc sales

1. Jane Fonda's Workout *(Karl Video)* GPI	1	6
2. Jane Fonda Prime Time *(Karl Video)* GP	2	4
3. Raquel: Total Beauty And Fitness *(Thorn EMI)* G	4	4
4. Duran Duran: Sing Blue Silver *(Thorn EMI)*	—	1
5. Lionel Richie: All Night Long *(RCA/Columbia)*	—	1

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)
P—Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)
G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

VIDEO/NEW RELEASES

CBS/FOX

BILL COSBY—HIMSELF (1981) Just that. The brilliant comedian and storyteller wrote, produced and directed this film which consists merely of Cosby stepping out onstage sitting in a chair and talking. Topics include natural childbirth, dentists, parents becoming grandparents ("That's not the woman I grew up with; that's an old person who's trying to get into Heaven now.") and the sneaky tricks of "honest" children. Much of Cosby's current hit television series came from this monologue. *Color PG 104 minutes VHS hifi Beta hifi stereo C: $59.96.*

GIVE MY REGARDS TO BROAD STREET (1984) Paul McCartney, the most commerically successful musician of all time, attempts to branch into the movie business. (Most critics said he did not succeed.) The plot concerns missing master tapes for a new album, which most believe were stolen by a McCartney employee with a shady background. *Color PG 109 minutes VHS hifi Beta hifi stereo C: $29.95.*

EMBASSY

THE GRADUATE (1967) One of the few films that can actually be said to have epitomized a generation. Dustin Hoffman became a star as Benjamin Braddock, who spends his first post-college summer being seduced by Anne Bancroft while falling in love with her daughter, Katharine Ross. Mike Nichols won an Oscar for his direction, and the Paul Simon soundtrack, sung by Simon and Garfunkel, won three Grammy awards. And who could forget Bancroft's leg? *Color PG 106 minutes VHS hifi Beta hifi stereo C: $59.95.*

ESQUIRE VIDEO

ULTIMATE FITNESS Billed as the first aerobic tape designed for men, this workout is nonetheless conducted by a woman, Deborah Crocker, director of fitness at Chicago's East Bank Club. A group of jocular types behind her, however, is provided to make men feel at home. Included in the workout are 10 minutes of warm-up, 30 minutes of aerobics (with a warning for beginners to quit after 12 and intermediate exercisers to give up after 20), 15 minutes of abdominal and arm exercises and a five-minute cool-down period, after which Crocker applauds the home viewer, saying "you've done a great job." *Color 60 minutes C: $39.95.*

MCA

UNDER THE VOLCANO (1984) Albert Finney's performance as an alcoholic ex-Consolate dominates this intriguing and troubling film. Finney was nominated for an Oscar for his performance, which focuses on the Consolate's relationship with his estranged wife (Jacqueline Bisset) and half-brother (Anthony Andrews) during the Cuernavaca, Mexico "Day of the Dead" festival in 1939. Veteran director John Huston, who made The Treasure of the Sierra Madre from a Malcolm Lowry novel, waited over 35 years to film this one. Guy Gallo wrote the screenplay. *Color R 112 minutes VHS hifi Beta hifi mono C: $79.95.*

MGM/UA

THE POPE OF GREENWICH VILLAGE (1984) Mickey Rourke (Diner) Daryl Hannah (Splash) and Eric Roberts star in this tale of friendships, relationships and thievery in New York's Little Italy. Two small-time hustlers (Rourke and Roberts) look to make a big score, but the scheme backfires and they get caught in a struggle between the local mob chieftain (Burt Young) and corrupt cops. Kenneth McMillan and Geraldine Page (who was nominated for a best supporting actress Oscar) co-star in this critically acclaimed film. *Color C: $79.95.*

RCA/COLUMBIA

THE CAINE MUTINY (1954) Humphrey Bogart, in one of his last roles, plays paranoia to the hilt as Captain Caine. Van Johnson, the executive officer, takes over the ship during a typhoon, and a court martial results in which both men's careers are examined and questioned. Jose Ferrer and Fred MacMurray costar. *Color 125 minutes Beta hifi. C: $59.95.*

THE RAZOR'S EDGE (1984) Bill Murray gets serious as Larry Darrell, who returns from World War I and embarks on a journey to find himself in this adaptation of W. Somerset Maugham's novel. The screenplay was written by Murray and John Byrum, who directed. Catherine Hicks, Theresa Russell, Denholm Elliott and James Keach co-star. *Color PG-13 129 minutes VHS hifi Beta hifi stereo C: $79.95.*

SHEENA (1984) Tanya Roberts, her skimpy loin cloth and a horse painted to look like a zebra star in this jungle epic concerning the invasion by an evil prince of the domain of Sheena, queen of the jungle. Sheena, having been orphaned and raised by a native tribe, also gets her first look at white men (particularly Ted Wass). *Color PG 117 minutes VHS hifi Beta hifi C: $79.95.*

Study shows public is wary of $1,000 8mm camcorder

(Continued from page 31)

reported. "But the problem with this product is price. The largest percentage of nonowners declined to indicate an acceptable price for a video camera. Only about 10 percent cited a price of more than $400. This suggests that the camera will continue as a niche product."

"The camera-recorder (or camcorder) combination, however, has been attracting quite a bit of attention recently," Boggs added. "Priced right, the product could certainly be a blockbuster and eat into the camera market."

"But here again, the key factor is price. More than 86 percent of VCR owners replied that they would be interested in an eight-mm camcorder priced under $500. At this price, they would forget about the compatibility problem with existing equipment.

"VCR non-owners were even more price-sensitive," he continued, "with 96 percent of the respondents saying they would be interested in an eight-mm camcorder only if it were priced under $500. While we'll be seeing models priced under $1,000, the $500 price point won't reach the market for some time."

In terms of videotape, shipments to retailers of both blank and prerecorded units will continue to grow at a rapid pace. Total shipments are projected to reach over 211 million units in 1988, an annual increase of 19 percent, Boggs reported.

In blank tape, shipments are expected to jump to 120 million units this year. After 1984, however, the growth rate will ease up, with approximately 150 million units projected for 1988. A major factor in the slower growth pattern will be consumer re-use of blank tapes already purchased.

Tape sales rising

Boggs also noted that the market for prerecorded tape will continue to show healthy gains throughout the decade. Shipments to retailers will reach 60 million units in 1988—an annual increase of almost 40 percent.

"We expect sales of prerecorded tapes to double this year as studios expand their experiments with lower price points," he noted. "In 1984, only one-sixth of the retailers' prerecorded tape revenue was generated through sales. With an assumed continuation of lower prices, prerecorded tapes should be more than one-third of the total revenue by 1988."

When asked whey they purchase prerecorded programs, the majority of respondents in the survey cited a desire for a permanent copy and plans to view the tape a number of times. In general, consumers gave high praise to the tape quality of their prerecorded purchases. Over 58 percent evaluated the quality of their tapes as being good."

A number of respondents, however, were displeased with the picture quality of the programs they rented," Boggs pointed out. "Dealers should regularly review their tape retirement policies to make sure that the effective play life is not being exceeded. I would recommend printing an evaluation card to go with each rental. Also, try to get feedback from your customers."

"Specialty stores are in the best position to encourage regular customer visits," he added. "Almost two-thirds of those surveyed said they rented video software from these outlets. Mass merchants ranked low in this area."

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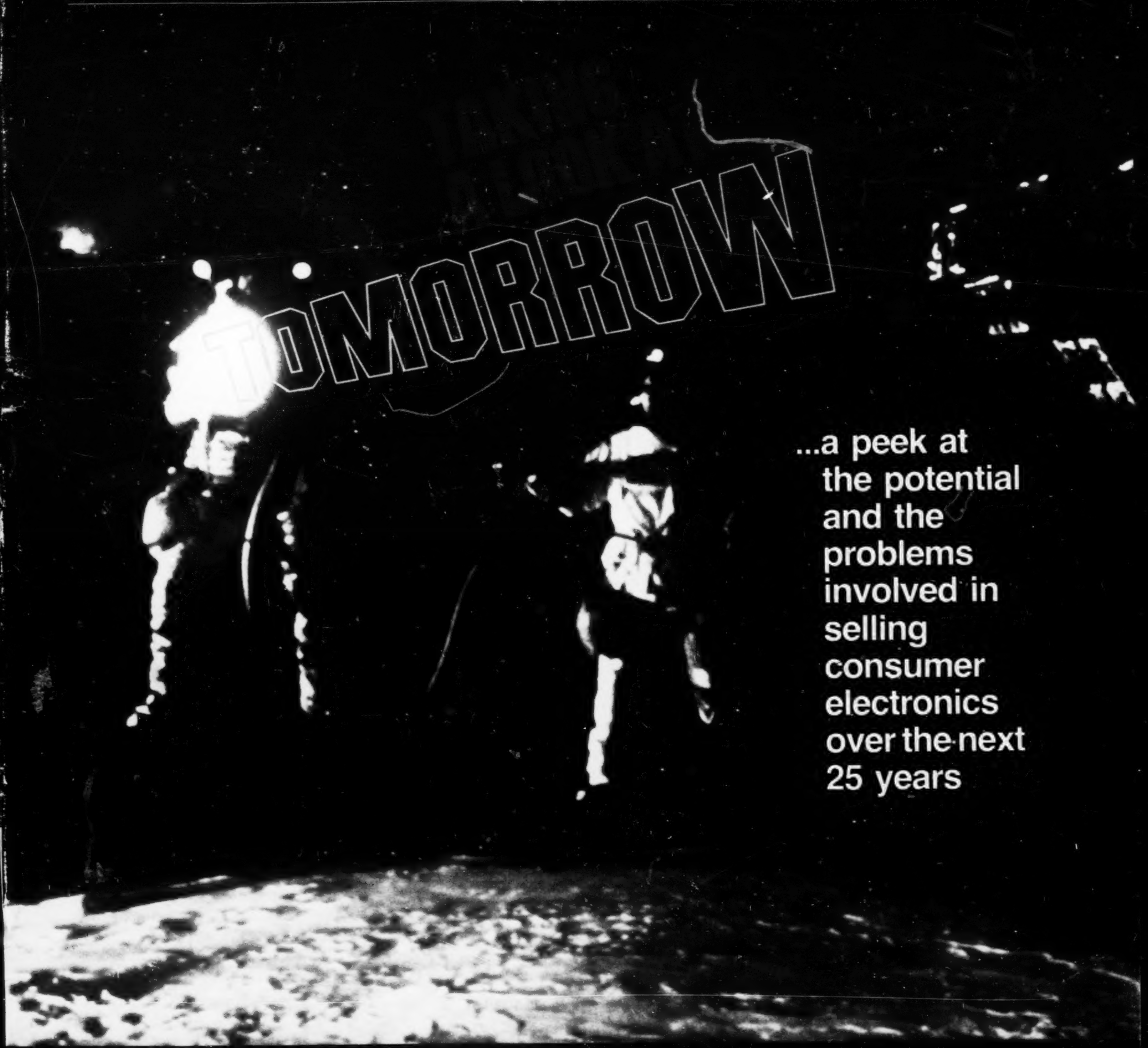

TOMORROW

...a peek at
the potential
and the
problems
involved in
selling
consumer
electronics
over the next
25 years

ALSO IN THIS ISSUE:

Retailer wages a one-man war against utilities selling appliances

Housewares vendors have cut the cords on a new generation of kitchen electrics

Video specialists: Dead or alive? ITA participants make predictions

Mass merchandisers of home computers pin their hopes on the new models

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Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

May 1985
Our 78th Year
Vol. 10, No. 5

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Cover photo from the film 2010, courtesy of MGM/UA Entertainment Co.

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. Star Trek III: The Search for Spock *(Paramount)*	1	2
2. Revenge of the Nerds *(CBS/Fox)*	11	2
3. Bachelor Party *(CBS/Fox)*	13	2
4. Gone With The Wind *(MGM/UA)*	8	2
5. Red Dawn*(MGM/UA)*	6	2
6. All of Me *(Thorn/EMI-HBO)* GP	2	3
7. Police Academy *(Warner)* GP	3	4
8. Woman In Red *(Vestron)* GP	5	3
9. Once Upon A Time In America *(Warner)*	9	2
10. Tightrope *(Warner)* GP	4	3
11. The Natural *(RCA/Columbia)* GP	7	5
12. Country *(Touchstone)*	—	1
13. Romancing the Stone *(CBS/Fox)*	12	8
14. The Razor's Edge *(RCA/Columbia)*	—	1
15. Crimes of Passion *(New World)*	—	1
16. The Evil That Men Do *(RCA/Columbia)*	10	3
17. The Little Drummer Girl *(Warner)*	—	1
18. The Adventures of Buckaroo Bonzai *(Vestron)*	17	2
19. Against All Odds *(RCA/Columbia)*	30	7
20. Cloak & Dagger *(MCA)* GP	16	4
21. Splash *(Touchstone)* GPI	14	8
22. The Empire Strikes Back *(CBS/Fox)*	19	5
23. Flashpoint *(MCA)*	27	2
24. The Last Starfighter *(MCI)* GPI	20	5
25. Give My Regards to Broad St. *(CBS/Fox)*	—	1
26. Dreamscape *(Thorn EMI-HBO)* GP	21	4
27. Sheena *(RCA/Columbia)*	—	1
28. Irreconcilable Differences *(Vestron)*	—	1
29. Rhinestone *(CBS/Fox)*	18	2
30. Cheech & Chong-Corsican Bros. *(Lightning)*	—	1

Top 10 in videocassette sales

1. Gone With The Wind *(MGM/UA)*	2	2
2. Star Trek III: The Search For Spock *(Paramount)*	1	2
3. Jane Fonda's Workout *(Karl Video)* GPI	3	34
4. Jane Fonda's Prime Time *(Karl Video)* GP	5	5
5. Lionel Richie: All Night Long *(RCA/Columbia)*	7	2
6. Purple Rain *(Warner)* GP	4	5
7. Tina Turner: Private Dancer *(Sony)*	—	1
8. Raiders of the Lost Ark *(Paramount)*	6	18
9. Star Trek II: The Wrath of Khan *(Paramount)*	8	14
10. Do It Debbie's Way *(Video Associates)* GP	—	1

Top 5 in laserdisc sales

1. The Empire Strikes Back *(CBS/Fox)*	1	5
2. Gone With The Wind *(MGM/UA)*	—	1
3. The Natural *(RCA/Columbia)* GP	—	1
4. Tightrope *(Warner)* GP	3	3
5. Police Academy *(Warner)* GP	4	4

Top 5 in alternative programs

1. Jane Fonda's Workout *(Karl Video)* GPI	1	7
2. Jane Fonda Prime Time *(Karl Video)* GP	2	5
3. Lionel Richie: All Night Long *(RCA/Columbia)*	5	2
4. Duran Duran: Sing Blue Silver *(Thorn EMI-HBO)*	4	2
5. Tina Turner: Private Dancer *(Sony)*	—	1

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

P —Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)

G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)

(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

VIDEO/NEW RELEASES

BEST

VIDEO BINGO That's right, you don't have to go to church to play bingo anymore. This two-hour cassette comes with enough bingo cards and plastic markers for a number of people to gather around the VCR and listen for the numbers and letters (of course, the payoffs at church are better). Players are invited to make up their own patterns (diagonal, across, down, square, etc.) to keep the game fresh for repeated plays. *C: $34.95.*

CBS/FOX

TEACHERS (1984) The most popular teacher at John F. Kennedy High School is an escaped mental patient (Richard Mulligan). Another (JoBeth Williams) walks down the hallways in the nude every once in a while. A third ... well, you get the idea. In the style of Hospital, this film deals in outrageous terms with the trials and tribulations of high school teachers. Starring Nick Nolte, Judd Hirsch, Lee Grant and Allen Garfield. Directed by Arthur Hiller. *Color R 106 minutes VHS hifi Beta hifi stereo C: $79.98.*

WINDY CITY (1984) Danny Morgan (John Shea) is at a crossroads in life, but he sees every road as a dead end. His best friend (Josh Mostel) is dying, his girlfriend (Kate Capshaw) is marrying another guy and his boyhood cronies, The Rogues, are scattered about Chicago, each involved in his own problems. This lyrical homage to friendship and romance depicts Danny's attempts to get his life back together, publish his first novel, win back his girl and give his friend a proper send-off. Written and directed by Armyan Bernstein. *Color R 103 minutes C: $79.98.*

EMBASSY

THE COTTON CLUB (1984) The big one. Francis Ford Coppola spent a reported $47 million plus for producer Robert Evans, and came up with this gangster musical that juggles plots of revenge, stardom, dancing, killing, racism and romance. Richard Gere stars as a cornet player who saves the life of Dutch Schultz (James Remar) and ends up as an escort for Schultz's mistress (Diane Lane). Meanwhile, Gregory Hines is making a name for himself as a dancer while alienating his brother (Maurice Hines) and placing his romance with Lonette McKee in jeopardy. *Color PG VHS hifi Beta hifi stereo C: $79.95.*

KEY VIDEO

THE BROTHER FROM ANOTHER PLANET (1984) John Sayles (Baby, It's You; Return of the Secaucus Seven) wrote and directed this off-beat tale of a black extra-terrestrial (Joe Morton) who flees slavery on another planet and winds up in Harlem, where he is befriended by the regulars at a local bar and pursued by two bounty hunters from space (one of whom is played by Sayles). *Color R 108 minutes VHS hifi Beta hifi stereo C: $79.95.*

MCA

DUNE (1984) The expansive, expensive version of Frank Herbert's cult classic novel features Kyle MacLachlan as Paul Antreides, destined to rule a planet which produces a life-prolonging spice. Before he can ascend to the throne, however, he must deal with such obstacles as the rock star Sting, who wants to have a shot at ruling himself. *Color PG-13 137 minutes VHS hifi Beta hifi stereo C: $79.95.*

MGM/UA

MISSING IN ACTION (1984) Martial arts star Chuck Norris is a former POW who returns to Vietnam to settle some old scores and help some MIA's back to the U.S. How he does that is the meat of the film, with enough firepower to satisfy any Clint Eastwood fan. This film (or rather, its profits) inspired the recent "prequel," "Part 2: The Beginning" *Color R 101 minutes C: $79.95.*

THOSE LIPS, THOSE EYES (1980) Recent Oscar nominee Thomas Hulce (Amadeus) is a starstruck kid working his first summer in a regional theatre. He's falling in love with a dancer (Glynnis O'Connor), running props, fighting with his father (Jerry Stiller) over his low grades in a pre-med make-up course, and all the while falling under the spell of the theatre and the seedy company's leading man (Frank Langella), who's trying to make it back to Broadway. *Color R 106 minutes C: $59.95.*

VESTRON

BETTE MIDLER-ART OR BUST (1984) Or both. The expanded version of a Cinemax special that aired last year shows Midler on stage, on film and in animation. The Divine Miss M also contributes archival footage of her last performance at the Continental Baths in New York and a clip from an Israel telethon in which Bette "drops her dress for Israel." You just can't keep a good girl down. *Color 82 minutes VHS hifi Beta hifi stereo C: $59.95.*

C4200-1

A GRALLA PUBLICATION

JUNE 1985

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

THE VCR CONNECTION

Retailers struggle to plug into profits

Also in this issue:

CES exhibitors unveil new video, audio, computer, telephone and personal electronics products

State energy standards could pose problems for appliance dealers

Sunbeam and Black & Decker heat up the housewares market

Mass merchandisers can move to maximize sales of computer software

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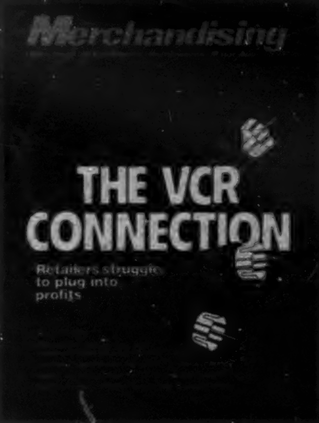
FOR OVER 56,200 RETAILERS & WHOLESALERS

June 1985
Our 78th Year
Vol. 10, No. 6



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THE VCR CONNECTION

Retailers struggle to plug into profits

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **The Terminator** *(Thorn EMI/HBO)*	—	1
2. **Revenge of the Nerds** *(CBS/Fox)* **GP**	2	3
3. **Bachelor Party** *(CBS/Fox)* **GP**	3	3
4. **The Cotton Club** *(Embassy)*	—	1
5. **Body Double** *(RCA/Columbia)*	—	1
6. **Police Academy** *(Warner)* **GP**	7	5
7. **Star Trek III: The Search For Spock** *(Paramount)*	1	3
8. **All Of Me** *(Thorn EMI/HBO)* **GP**	6	4
9. **Country** *(Touchstone)* **GP**	12	2
10. **Red Dawn** *(MGM/UA)* **GP**	5	3
11. **The Little Drummer Girl** *(Warner)* **GP**	17	2
12. **The Pope of Greenwich Village** *(MGM/UA)*	—	1
13. **Oh God! You Devil** *(Warner)*	—	1
14. **Thief of Hearts** *(Paramount)*	—	1
15. **Irreconcilable Differences** *(Vestron)*	28	2
16. **Once Upon A Time In America** *(Warner)* **GP**	9	3
17. **Supergirl** *(USA)*	—	1
18. **Crimes of Passion** *(New World)*	15	2
19. **The Razor's Edge** *(RCA/Columbia)*	14	2
20. **Romancing the Stone** *(CBS/Fox)* **GP**	13	9
21. **The Natural** *(RCA/Columbia)* **GP**	11	6
22. **Gone With the Wind** *(MGM/UA)* **GP**	4	3
23. **Ninja III** *(MGM/UA)*	—	1
24. **Tightrope** *(Warner)* **GP**	10	4
25. **Oxford Blues** *(CBS/Fox)*	—	1
26. **The Empire Strikes Back** *(CBS/Fox)* **GP**	22	6
27. **No Small Affair** *(RCA/Columbia)*	—	1
28. **Under the Volcano** *(MCA)* **GP**	—	1
29. **The Evil That Men Do** *(RCA/Columbia)* **GP**	16	4
30. **Bill Cosby: Himself** *(CBS/Fox)* **GP**	—	1

Top 10 in videocassette sales

1. **Gone With The Wind** *(MGM/UA)* **GP**	1	3
2. **Star Trek III: The Search for Spock** *(Paramount)*	2	3
3. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	3	35
4. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	4	6
5. **The Terminator** *(Thorn EMI/HBO)*	—	1
6. **Purple Rain** *(Warner)* **GP**	6	6
7. **Tina Turner: Private Dancer** *(Sony)* **G**	7	2
8. **Do It Debbie's Way** *(Video Associates)* **GP**	10	2
9. **Lionel Richie: All Night Long** *(Musicvision)* **GP**	5	3
10. **Raiders Of The Lost Ark** *(Paramount)*	8	19

Top 5 in laserdisc sales

1. **Gone With The Wind** *(MGM/UA)* **GP**	2	2
2. **Tina Turner: Private Dancer** *(Sony)* **G**	—	1
3. **The Empire Strikes Back** *(CBS/Fox)* **GP**	1	6
4. **Once Upon A Time In America** *(Warner)* **GP**	—	1
5. **Tightrope** *(Warner)* **GP**	4	4

Top 5 in alternative programs

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	1	8
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	2	6
3. **Lionel Richie: All Night Long** *(Musicvision)*	3	3
4. **Do It Debbie's Way** *(Video Associates)* **GP**	—	3
5. **Tina Turner: Private Dancer** *(Sony)* **G**	5	2

I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

P—Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)

G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)

(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

VIDEO/NEW RELEASES

CBS/FOX

GARBO TALKS (1984) Anne Bancroft stars as a dying woman with one last request: to meet Greta Garbo. Her son (Ron Silver) is stuck with the task of finding the legendary recluse and convincing her to grant his mother's wish. Carrie Fisher, Howard DaSilva, Dorothy Loudon and Harvey Fierstein co-star in Sidney Lumet's comedy. *Color PG-13 104 minutes VHS hifi Beta hifi C: $79.95.*

COLISEUM

WRESTLING'S BLOOPERS, BLEEPS & BODYSLAMS Just when you thought home video was the only place left where you could avoid professional wrestling, A&H Sales Representatives and the World Wrestling Federation went and formed Coliseum Video for the express purpose of bringing such luminaries as Captain Lou Albano and Andre the Giant to your VCR. In this thrill-packed installment, the format is "borrowed" from the Dick Clark-type blooper shows, with various outtakes, mistakes and lunacies displayed. Sometimes they wrestle, too. *Color 60 minutes C: $59.95.*

KARL-LORIMAR

MAO TO MOZART (1981) Violinist Issac Stern traveled to China in 1979 and performed Western classical music to large crowds. Luckily, a documentary film crew came along, and produced this Oscar-winning feature. Stern is seen performing in concert and tutoring a number of Chinese groups. The film's title is justified through Stern's particular affection for Mozart's music, which he displays throughout the film. *Color 84 minutes C: $59.95.*

MGM/UA

2010 (1984) Subtitled "The Year We Make Contact," this sequel to Stanley Kubrick's classic 2001: A Space Odyssey was critically praised for its technical expertise and nominated for five Academy Awards. The plot concerns a scientist (Roy Scheider) who is forced into an uneasy alliance with Russian cosmonauts to reach the abandoned spaceship Discovery and find out why its mission failed and its computer, the famed HAL 9000, went crazy. Bob Balaban, John Lithgow, Helen Mirren and Keir Dullea (recreating his 2001 role of Dave Bowman) co-star. The film was written, produced and directed by Peter Hyams. *Color PG 116 minutes Beta hifi stereo C: $79.95.*

MUSICVISION

VISIONS OF DIANA ROSS The pop/soul superstar compiles six recent videos in this half-hour program, part of RCA/Columbia's music series that also brought you Lionel Richie's All Night Long. The format is similar, with videos blending into other videos. Titles include Missing You (Ross's tribute to Marvin Gaye), Swept Away, All of You (with Julio Iglesias), Muscles, Why Do Fools Fall In Love and Pieces of Ice. *Color 30 minutes VHS hihi Beta hifi stereo C: $19.95.*

PLAYHOUSE

PHAR LAP (1984) A true boy-and-his-horse story. In 1932, an Australian horse called Phar Lap hit the racing scene to win 37 races in three years. After that spree, however, the horse never ran again, for reasons still unexplained. This family film, directed by Simon Wineer, explores the relationships of the people who trained Phar Lap, particularly a young boy who befriended the horse. Tom Burlinson, Ron Leibman, Martin Vaughan, Judy Morris and Celia De Burgh are among the cast members. *Color G 107 minutes VHS hifi Beta hifi C: $79.98.*

RCA/COLUMBIA

THE KARATE KID (1984) Last summer's surprise hit stars Ralph Macchio as a New Jersey teenager who, transplanted to California, is intimidated by local bullies until he meets up with an inscrutable Japanese handyman (veteran Noriyuki "Pat" Morita) who teaches him the philosophy (and, more important, the technique) of karate. Some critics called it a teenage Rocky (whose director, John G. Avildsen, also did this film), and audiences responded as if to a Stallone special. *Color PG 126 minutes VHS hifi Beta hifi C: $79.95.*

WALT DISNEY

FALLING FOR THE STARS Stuntman-turned-actor Richard Farnsworth (The Grey Fox) narrates this look at the stunting profession, from The Perils of Pauline to Hill Street Blues. *Color and B/W 58 minutes C: $49.95.*

WARNER

PROTOCOL (1984) Goldie Hawn, after spending years playing down the dumb-blonde image that first brought her to the public's attention in Rowan & Martin's Laugh-In, returns to a similar role in this comedy, which she produced. Hawn plays a cocktail waitress who, through a series of circumstances, ends up as a U.S. diplomat. And that's only the beginning. Buck Henry wrote the screenplay, which was directed by Herbert Ross (Footloose, The Goodbye Girl). Co-starring Chris Saradon, Richard Romanus, Cliff De Young and Gail Strickland. *Color PG 96 minutes VHS hifi Beta hifi C: $79.95 LV: $34.98.*

7/22/85
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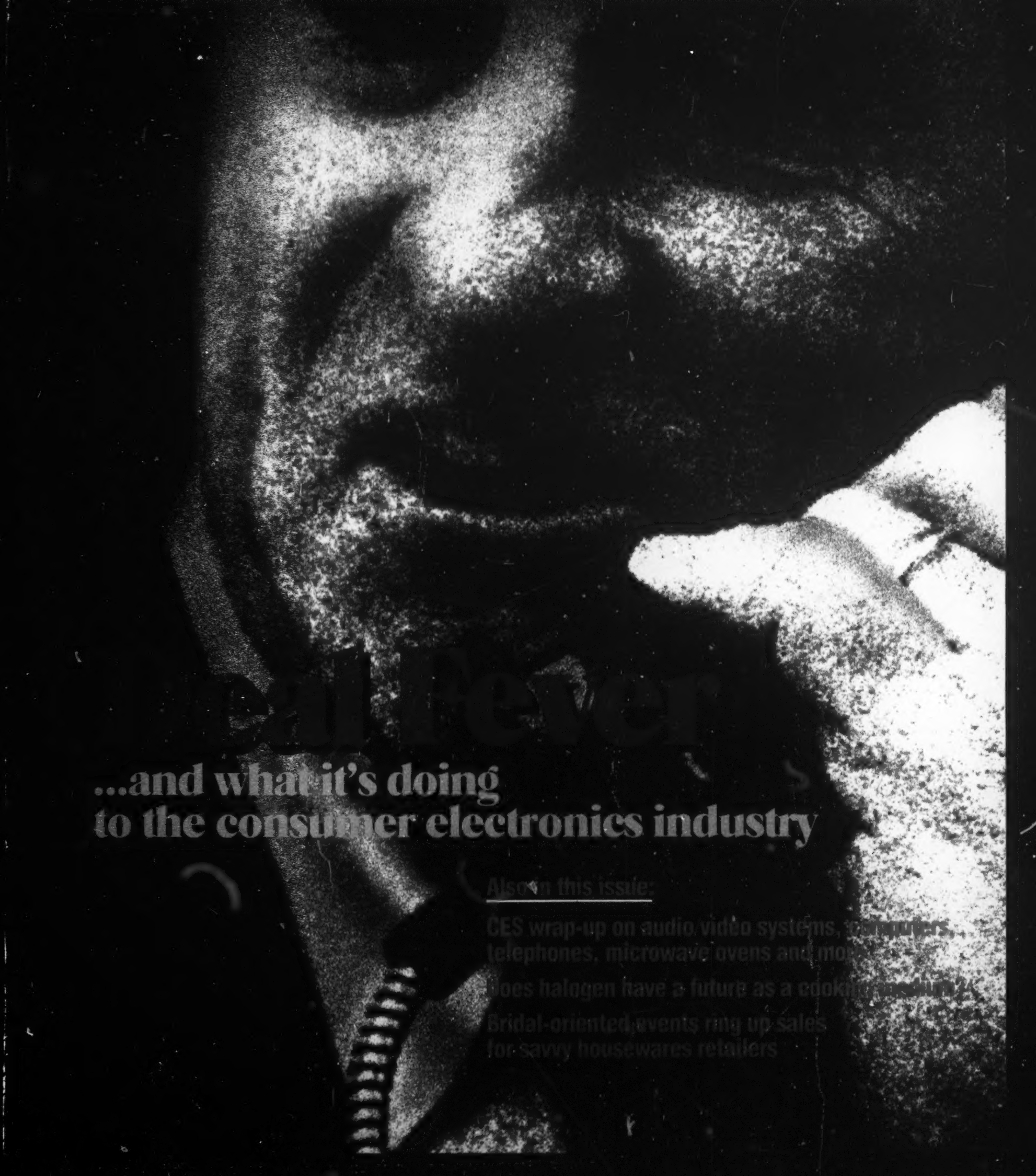
A GRALLA PUBLICATION

JULY 1985

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS



Deal Fever

...and what it's doing
to the consumer electronics industry

Also in this issue:

CES wrap-up on audio/video systems, computers, telephones, microwave ovens and more

Does halogen have a future as a cooking medium?

Bridal-oriented events ring up sales
for savvy housewares retailers

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Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

July 1985
Our 78th Year
Vol. 10, No. 7

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **The Terminator** *(Thorn EMI/HBO)* **GP**	1	2
2. **The Karate Kid** *(RCA/Columbia)*	—	1
3. **The Cotton Club** *(Embassy)* **GP**	4	2
4. **Missing in Action** *(MGM/UA)*	—	1
5. **City Heat** *(Warner)*	—	1
6. **Dune** *(MCA)* **GP**	—	1
7. **Places in the Heart** *(CBS/Fox)*	—	1
8. **Body Double** *(RCA/Columbia)*	5	2
9. **Teachers** *(CBS/Fox)*	—	1
10. **Bachelor Party** *(CBS/Fox)* **GP**	3	4
11. **Revenge of the Nerds** *(CBS/Fox)* **GP**	2	4
12. **Thief of Hearts** *(Paramount)*	14	2
13. **Star Trek III: The Search for Spock** *(Paramount)*	7	4
14. **Country** *(Touchstone)* **GP**	9	3
15. **The Pope of Greenwich Village** *(MGM/UA)* **GP**	12	2
16. **Oxford Blues** *(CBS/Fox)*	25	2
17. **Red Dawn** *(MGM/UA)* **GP**	10	4
18. **Bill Cosby: Himself** *(CBS/Fox)* **GP**	30	2
19. **The River** *(MCA)*	—	1
20. **The Little Drummer Girl** *(Warner)* **GP**	11	3
21. **Police Academy** *(Warner)* **GP**	6	6
22. **Heaven Help Us** *(Thorn EMI/HBO)*	—	1
23. **1984** *(USA)*	—	1
24. **All of Me** *(Thorn EMI/HBO)* **GP**	8	5
25. **Supergirl** *(USA)*	17	2
26. **Ninja III** *(MGM/UA)* **GP**	23	2
27. **Oh God! You Devil** *(Warner)* **GP**	13	2
28. **Irreconcilable Differences** *(Vestron)* **GP**	15	3
29. **Ghoulies** *(Vestron)*	—	1
30. **The Natural** *(RCA/Columbia)* **GP**	21	7

Top 10 in videocassette sales

1. **Gone With The Wind** *(MGM/UA)* **GP**	1	4
2. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	3	36
3. **Star Trek III: The Search for Spock** *(Paramount)*	2	4
4. **The Terminator** *(Thorn EMI/HBO)* **GP**	5	2
5. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	4	7
6. **The Karate Kid** *(RCA/Columbia)*	—	1
7. **Do It Debbie's Way** *(Video Associates)* **GP**	8	3
8. **Dune** *(MCA)* **GP**	—	1
9. **Wham! The Video** *(Sony)*	—	1
10. **Lionel Richie: All Night Long** *(Musicvision)* **GP**	9	4

Top 5 in laserdisc sales

1. **Star Trek III: The Search for Spock** *(Paramount)*	—	1
2. **The Cotton Club** *(Embassy)* **GP**	—	1
3. **Gone with the Wind** *(MCA/UA)* **GP**	1	3
4. **City Heat** *(Warner)*	—	1
5. **The Last Starfighter** *(MCA)* **GPI**	—	1

Top 5 in alternative programs

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	1	9
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	2	7
3. **Jane Fonda's Challenge** *(Karl-Lorimar)* **GP**	—	3
4. **Wham! The Video** *(Sony)*	—	1
5. **Do It Debbie's Way** *(Video Associates)* **GP**	4	4

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VIDEO/NEW RELEASES

KARL-LORIMAR

LET'S TAP Bonnie Franklin, who starred in One Day At A Time, has also been tap dancing since the age of nine and teaching tap since she was 12. She was therefore the logical choice to host this instructional tape on tap. The program is positioned to allow the beginner to learn the fundamentals of tap at his own pace. *Color 90 minutes C: $9.95.*

MCA

INTO THE NIGHT (1985) John Landis (Animal House, Trading Places) directed this comedy/thriller about Ed Orkin (Jeff Goldblum), a schlemeil with insomnia who wanders out to the airport and immediately becomes involved with jewel thieves, Middle Eastern hit men, British killers and Michelle Pfeiffer. Some guys have all the luck. Also in the cast are David Bowie, Richard Farnsworth, Landis, a host of Hollywood directors in cameos and celebrity physical trainer "Body by Jake" Steinfeld, who gets to utter the immortal line: "I'll take off my shirt, then you take off your shirt." *Color R 115 minutes Beta hifi VHS hifi Dolby mono C: $79.95.*

MONKEY BUSINESS (1931) Groucho, Harpo, Chico and Zeppo Marx are all stowaways on a luxury liner. What else do you need to know? This is the one where Harpo does his Maurice Chevalier impression, Groucho talks numerous gangsters out of shooting him, Chico trims the first officer's moustache to the size of Hitler's and Zeppo falls in love with Ruth Hall. And then there's the tango with Thelma Todd. *B/W 77 minutes Beta hifi VHS hifi mono C: $59.95.*

MUSICVISION

WE ARE THE WORLD—THE VIDEO EVENT With Michael Jackson, Bruce Springsteen, Lionel Richie, Paul Simon, Huey Lewis and the News and many others, this half-hour program depicts the recording of the fastest-selling record of all time. *Color 30 minutes C: $14.95.*

PACIFIC ARTS

TELEVISION PARTS HOME COMPANION Fans of Michael Nesmith in Elephant Parts, one of the first made-for-home-video productions, have long awaited this sequel, based on an NBC-TV series being given a tryout this summer. Along with some of the best bits from the prime-time show are an additional song and some sketches never to be shown on network TV. *Color Beta hifi VHS hifi C: $29.95.*

SONY

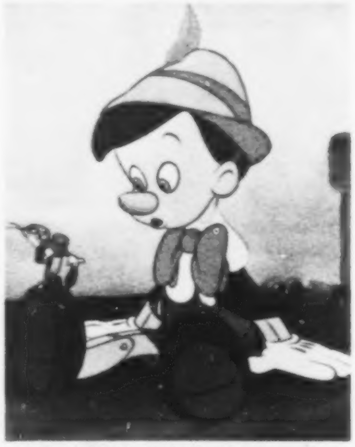
MIKE MANIERI—THE JAZZ LIFE Playing vibraphone, Mike Manieri leads a group of top-flight jazz musicians through seven numbers. Manieri, who has produced Carly Simon and other pop acts, moves to center stage with help from Warren Bernhart on keyboards, Bob Mintzer on sax and clarinet, Eddie Gomez on bass and Omar Hakim on drums. *Color 60 minutes Beta hifi VHS hifi stereo C: $29.95.*

VESTRON

THE FALCON AND THE SNOWMAN (1985) Timothy Hutton and Sean Penn were highly acclaimed in director Jon Schlesinger's study of two young men who conspired to sell secrets to the Soviet Union. This true story depicts the idealism of the two friends who find that as the stakes get higher, the game has no winners. *Color R 131 minutes.*

THE SHMENGES: THE LAST POLKA Fans of SCTV will recognize the Shmenge brothers (John Candy and Eugene Levy) the Leutonian accented polka band leaders who extol the virtues of cabbage rolls and coffee. This film, originally shown cable TV, spoofs Martin Scorcese's The Last Waltz. *Color 60 minutes.*

WALT DISNEY



PINOCCHIO (1940) They said it would never happen, but here is the classic Disney animated feature that brought us Jiminy Cricket, When You Wish Upon A Star and a nose that grows with each new fib. Coming off a December, 1984 theatrical release that saw Pinocchio gross more than $26 million, Disney is releasing the film as the second offering in its Classics line, after Robin Hood. The story, for the three people who may not have heard, deals with a lonely puppet-maker, Geppetto, who makes himself a marionette and wishes for it to become a real boy. The forces of magic take it from there, and the adventures begin. *Color G 87 minutes C: $79.95 LV: $34.95.*

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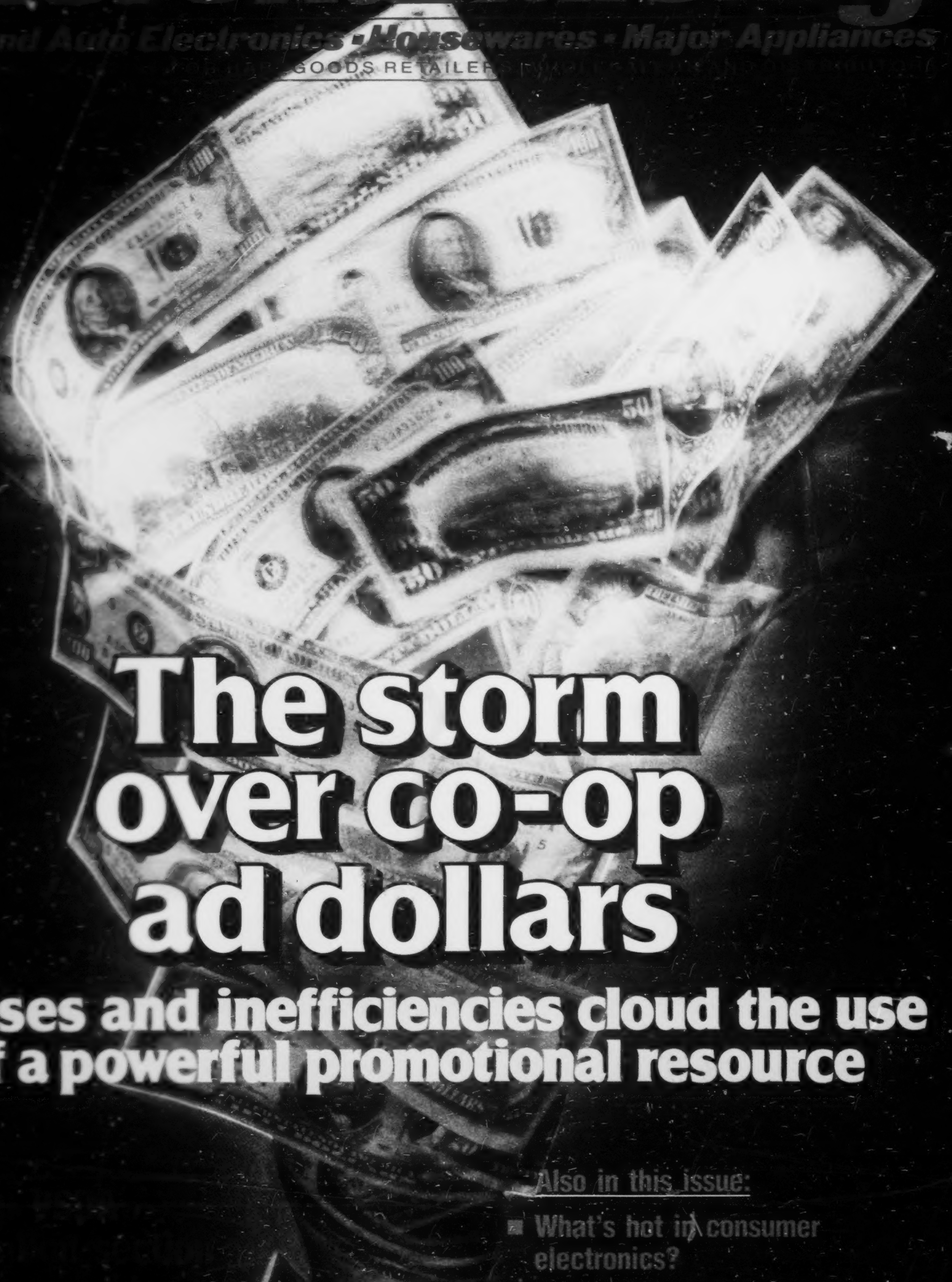
AUGUST 1985

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

GOODS RETAILERS



The storm over co-op ad dollars

Abuses and inefficiencies cloud the use of a powerful promotional resource

Also in this issue:

- What's hot in consumer electronics?
- A cool early summer clogs the room air conditioner pipeline
- New competition comes on strong in retailing small electrics

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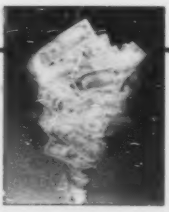
Vol. 10, No. 8

9 COVER STORY



The storm over co-op ad dollars
Take a look behind many large retailers' co-op advertising procedures and what do you find? Very little in the way of cooperation. Sometimes, there's not even much advertising.

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The battle for Schaak Electronics: different plans for an ailing firm
Not all of the fireworks in the Twin Cities last month were launched on the Fourth of July. Probably the best display could be seen a few days later in the suburb of Mendota Heights, in the offices of Schaak Electronics.

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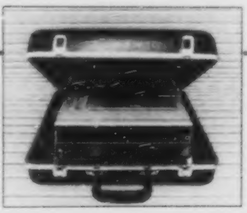

Renting hardware may help retailers boost video rentals
Video software dealers across the nation are turning to hardware rental programs to boost tape rental business, and the effort is paying off handsomely.

35 PERSONAL ELECTRONICS

Typewriter shipments will hit 2.8 million in 1985
Strong portable typewriter sales this year will boost shipments to around the 2.5- to 2.8-million-unit mark, with electronic models capturing as much as 90 percent of the market.

49 MAJOR APPLIANCES

Cool early summer clogs the room air pipeline
It looks like 1985 is shaping up as the wrong year for overseas room air conditioner suppliers to push for greater placement in U.S. retail outlets.

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RG. BRANDEN'S

Housewares is key in RG. Branden's product mix
Housewares is only one of four categories of merchandise that the Dayton-Hudson Corp. is stocking in its new RG. Branden's stores, a chain launched in Miami in March.

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WHAT'S HOT IN CONSUMER ELECTRONICS?

Retail electronics sales to hit $34 billion in '86

By Lee Rath, editor/assoc. pub.

CHICAGO—Retail sales of consumer electronics products are cracking the $32 billion mark this year and should be well on their way to $34 billion in 1986, according to the Electronic Industries Association/Consumer Electronics Group (EIA/CEG).

"The upward march keeps on going," commented CEG vice president William Boss, who presented the association's statistical projections for 1985 and 1986 at the Summer CES.

In factory sales, the industry should reach $23.6 billion this year and $24.4 billion in 1986, he added, pointing out that the industry has "*doubled* our output in only five years. During the decade of the Eighties, we have brought to market more new products than in the prior 50 years!"

What, among those products, are proving themselves to be the hottest of the hot this year, generating both significant sales and substantial increases? Boss hit some of the highlights.

Video holds its lead

"As an overall category, video continues to outpace the rest of the industry," Boss said, "and new technology promises to make it a continuing leader for years to come." The category is looking for growth of almost nine percent this year, hitting a plateau of $11.2 billion in factory sales before declining ever so slightly to $11.1 billion next year.

Leading the way is the VCR with 11.5 million units projected to be sold this year, rising to 12 million in 1986.

Part of the reason for this growth, said Boss, is the fact that the product is becoming more and more affordable. "As unit sales increase by more than 50 percent this year, the factory dollars will increase by only about 30 percent."

However, factory dollars are still projected to reach $5 billion this year and retail dollars are expected to hit $7 billion—almost the equivalent of color TV dollar volume.

Keeping pace, 185 million blank videocassettes are expected to be sold in 1985, up 39 percent. And another 32 percent jump in sales is predicted for 1986, for a total factory value of more than a billion dollars.

And, Boss noted, "With every videocassette manufacturer producing three shifts a day, seven days a week, there is still talk of shortages before the end of the year. Perhaps this means that once more blank cassettes will become a profitable commodity."

As for prerecorded tapes, the EIA/CEG expects they will hit at least the 50-million-unit level this year.

Color TV receivers seem to have reached "a golden plateau" of about 16 million units, said Boss. "That means that one out of every five households buys a new color television set each year. And with the tremendous impetus of stereo TV beginning to make itself felt, we are confident that this category will get the attention of more and more consumers in the coming months."

He pointed out that the Consumer Price Index shows that if TV had kept pace with the inflationary economy since 1967, the retail price of an average set today would be $1,630. And 80 percent of all color TV's are in use after 10 years; more than 50 percent are still playing after 15. "Apparently, our industry has just never learned about 'planned obsolescence.'"

In other areas, large-screen televisions sales continue to grow about 15 to 20 percent per year, with 225,000 units expected to be sold this year. And satellite earth stations also bear watching. As they move from "the sheep rancher and farmer to the urban and suburban cowboy, the one million installed units will be augmented this year by another half-million," said Boss.

Audio's hot again

The audio business, which Boss said had been "blindsided by the effects of the video revolution," is expected to reach $3.9 billion in factory sales this year (exclusive of car audio), or more than $5 billion at retail. "Next year, it will reach $4 billion at the factory level, spurred on by the growth of relatively new product areas—one-brand systems, sophisticated portable stereo, headset audio and, of course, the compact disc."

Unit sales of one-brand systems are expected to grow more than six percent this year after quadrupling in 1984. "And we can expect the same unit sales increase next year," said Boss. Factory dollars per unit, he pointed out, have remained "amazingly stable, probably reflecting the 'magical' price points of $700 to $800 for a system."

He quoted an EIA study that showed that ownership of component systems had increased from a fairly steady 31 percent in 1980 and 1982 to almost 38 percent in 1984. And of those component systems, rack-mounted systems accounted for 57 percent, up from 38 percent in 1982.

In the personal portable area, the EIA/CEG claims that unit sales will remain just about stable this year at 19 million units, with a five percent increase expected this year.

Portable radio/tape combination sales are expected to jump to 18.5 million units this year and 18.8 million in 1986.

Finally, compact disc players are expected to almost triple 1984 unit sales this year, with factory dollars up by 150 percent. "And the boom will continue into 1986," said Boss, "with 50 percent estimated growth in units and more than 30 percent in dollars. In fact, this category is growing so fast that industry experts anticipate shortages and back orders by year's end—especially at the low end."

As for car audio, it is projected to climb to $2.8 billion this year (including both domestic factory-installed and after-market equipment), after a plateau that ended in 1983.

However, "Industry analysts tell us there is a significant shift going on within this universe to OEM equipment—particularly what we might call 'mid-fi,'" said Boss. He pointed out, though, that retailers still have significant opportunity in the high-end aftermarket, a "safe haven" at the present, and in related fields, such as security and cellular telephone installations.

Personal electronics: spotty

Unit sales of home computers are expected to drop to 4.5 million this year after peaking at 5.1 million in 1984. However, the EIA/CEG does expect that figure to climb to five million units next year. And the average dollar value of a unit is expected to hold steady at $500 through '86, climbing from $440 last year. "Retailers, look for this to be one of 'our' categories for years to come," said Boss.

Cordless telephones also peaked in 1984, when 6.3 million units were sold. That figure is expected to dip to 4.1 million units this year before climbing to 4.5 million in 1986. Boss noted that cordless phones "have found their way into an estimated 11 percent of our homes."

As for corded telephones, they are expected to remain at the 24-million-unit plateau hit in 1984 through 1986, while factory dollars continue to fall from $790 million to $744 million to $720 million.

This leaves most of the growth in the telephone end of the business expected in answering machines. Boss predicted they would continue their steady growth of about 20 percent per year in unit sales, rising from three million units last year to 3.6 million this year and 4.4 million in 1986 as factory dollars climb from $230 million to $277 million to $334 million.

Looking to the future, Boss advised retailers to explore the cellular telephone market as an area of prime potential.

Future is bright

"One of my colleagues at RCA predicts that we have the power to make as much progress in the next decade as we have in the past 50 years," Boss said.

Among the products that he predicted retailers would be selling in the near future are:

- a recordable compact disc;
- wall-mounted television;
- high-density video;
- electronic climate control;
- videotex and teletext;
- two-way video communications, and
- the marriage of audio, video *and* the computer ... plus many other products that haven't even been dreamed of yet.

He invited retailers to picture this scenario: "Driving home from the office, you call ahead on your cellular phone to pre-mix your martini, turn on the 7 o'clock news and the air conditioner, start dinner in the microwave oven, turn on the lights, open the garage door and de-activate the security system."

"Sound fantastic?" Boss asked. "It's all possible today."

WHAT'S HOT IN CONSUMER ELECTRONICS?

Products expected to generate unit sales increases of 10% or more this year

	Projected '85 unit sales to dealers (in thousands)	% change
VIDEO		
Color TV Receivers	16,200	+0.7%
Monochrome TV Receivers	4,000	−18.5%
Projection TV's	225	+15.4%
VCR's	11,500	+51.0%
Color Video Cameras	480	−1.8%
AUDIO		
Separate Audio Components	NA	+20.5%*
Compact Disc Players	600	+188.5%
One-Brand Component Systems	1,600	+6.1%
Compact Systems	1,600	−3.6%
Home Radios	40,000	−9.4%
Portable Audiotape Equipment	28,700	+6.8%
Tape Recorders/Players	10,200	NC
Radio/Tape Combinations	18,500	+10.9%
Headset Audio	19,000	NC
Autosound Equipment	NA	+12.7%*
HOME COMPUTERS & GAMES		
Home Computers	4,500	−11.8%
Programmable videogames	1,500	−50.0%
PHONES & ANSWERING MACHINES		
Corded Telephones	24,000	NC
Cordless Telephones	4,100	−34.9%
Answering Machines	3,600	+20.0%
SOFTWARE		
Blank Audiocassettes	250,000	+9.6%
Blank Videocassettes	185,000	+39.0%
Prerecorded Videocassettes	50,000	+127.3%
Home Computer Software	45,000	+12.5%
Videogame Cartridges	20,000	−63.3%

All figures courtesy of the Electronic Industries Association/Consumer Electronics Group, June 1985

*Percent increase based on factory sales in dollars

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **The Karate Kid** *(RCA/Columbia)*	2	2
2. **The Terminator***(Thorn EMI/HBO)* **GP**	1	3
3. **Places in the Heart** *(CBS/Fox)*	7	2
4. **Dune** *(MCA)* **GP**	6	2
5. **The Cotton Club** *(Embassy)* **GP**	3	3
6. **Starman** *(RCA/Columbia)*	—	1
7. **2010** *(MGM/UA)*	—	1
8. **The Flamingo Kid** *(Vestron)*	—	1
9. **The River** *(MCA)*	19	2
10. **Protocol** *(Warner)*	—	1
11. **Missing in Action** *(MGM/UA)*	4	2
12. **Nightmare on Elm Street** *(Media)*	—	1
13. **City Heat** *(Warner)*	5	2
14. **A Soldier's Story** *(RCA/Columbia)*	—	1
15. **Micky and Maude** *(RCA/Columbia)*	—	1
16. **Runaway** *(RCA/Columbia)*	—	1
17. **The Falcon and the Snowman** *(Vestron)*	—	1
18. **Johnny Dangerously** *(CBS/Fox)*	—	1
19. **Ghoulies** *(Vestron)*	29	2
20. **Bachelor Party** *(CBS/Fox)* **GP**	10	5
21. **Heaven Help Us** *(Thorn EMI/HBO)*	22	2
22. **Teachers** *(CBS/Fox)*	9	2
23. **Revenge of the Nerds** *(CBS/Fox)* **GP**	11	5
24. **The Pope of Greenwich Village** (MGM/UA) **GP**	15	3
25. **Body Double** *(RCA/Columbia)*	8	3
26. **Ninja III** *(MGM/UA)* **GP**	26	3
27. **Country** *(Touchstone)* **GP**	14	4
28. **Falling in Love** *(Paramount)*	—	1
29. **Red Dawn** *(MGM/UA)* **GP**	17	5
30. **Woman in Red** *(Vestron)* **GP**	—	4

Top 10 in videocassette sales

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	2	37
2. **We Are The World** *(MusicVision)*	—	1
3. **Gone With The Wind** *(MGM/UA)* **GP**	1	5
4. **The Karate Kid** *(RCA/Columbia)*	6	2
5. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	5	8
6. **Singin' In The Rain** *(MGMA/UA)*	—	1
7. **Star Trek III: The Search For Spock** *(Paramount)*	3	5
8. **WHAM! The Video** *(Sony)*	9	2
9. **The Terminator** *(Thorn EMI/HBO)*	4	3
10. **2010** *(MGMA/UA)*	—	1

Top 5 in laserdisc sales

1. **Cotton Club** *(Embassy)* **GP**	2	2
2. **Dune** *(MCA)*	—	1
3. **Star Trek III: The Search For Spock** *(Paramount)*	1	2
4. **The Karate Kid** *(RCA/Columbia)*	—	1
5. **We Are The World** *(Musicvision)*	—	1

Top 5 in alternative programs

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	1	10
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	2	8
3. **We Are The World** *(Musicvision)*	—	1
4. **Jane Fonda's Challenge** *(Karl-Lorimar)* **GP**	3	4
5. **Do It Debbie's Way** *(Video Associates)* **GP**	5	5

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

P —Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million (RIAA/Video)

G —Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)

(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

VIDEO/NEW RELEASES

CBS/FOX

SADE: DIAMOND LIFE VIDEO No, that's not pronounced "Sadie." Sade (Shar-day) is a British-Nigerian singer whose Diamond Life LP has spawned the hit song Smooth Operator. The video includes that clip as well as Sade's first single, Hang On To Your Love, the next single, Your Love Is King and When Am I Going To Make A Living. *Color VHS hifi Beta hifi C: $14.95.*

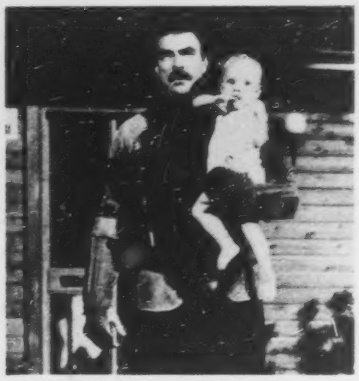
KNOPF

THE WAY TO COOK Julia Child, that French Chef herself, concocts a six-cassette cooking course that ranges from poultry and meat to fish and eggs. She talks about vegetables, soups, salads and bread and of course gives a few examples of amazing desserts. Each cassette is sold separately, and allows the viewer the long-awaited opportunity to hit the pause button and shout, "Hold it, Julia, do that again!" And she does. *Color 60 minutes (each) C: $29.95 boxed set: $180.*

PRISM

PLAYGIRL'S HUNKERCISE This made-for-videocassette program features the "Hunk" centerfolds of Playgirl as on-camera exercisers. It is conducted by noted fitness expert and trainer Jim Bolden. Bolden leads the viewer through a workout which emphasizes strength, flexibility, muscle tone and cardiovascular fitness. *Color 60 minutes C: $39.95.*

RCA/COLUMBIA



RUNAWAY (1985) Tom Selleck is a futuristic cop out to hunt down runaway robots in this science-fiction thriller. Michael Crichton (The Andromeda Strain, The Great Train Robbery) wrote and directed. Co-starring Cynthia Rhodes, Kirstie Alley and Gene Simmons of KISS. *Color PG-13 100 minutes VHS hifi Beta hifi stereo C: $79.95.*

A SOLDIER'S STORY (1984) Adolph Ceasar was nominated for an Academy Award for his portrayal of a black sergeant (shown in flashbacks), so hated by his men that one of them murdered him, near the end of World War II. An army attorney (Howard E. Rollins, Jr.), the first black officer many of the soldiers have ever seen, arrives to unravel the mystery. The film, directed by Norman Jewison from a screenplay by Charles Fuller, is based on Fuller's play A Soldier's Play. *Color PG 101 minutes VHS stereo Beta hifi stereo C: $79.95.*

THORN EMI/HBO

DESPERATELY SEEKING SUSAN (1985) Rock superstar Madonna and Rosanna Arquette (Baby It's You) star in this film. The movie tells the story of a bored housewife, played by Arquette, whose favorite escape is reading the personal ads. When Roberta decides to discover what life is really like for Susan (Madonna) and her boyfriend, the story takes off. Roberta starts living the life of Susan while Susan discovers suburbia. *Color 104 minutes R C: $79.95.*

USA

ADAM (1983) Adam Walsh, the six-year-old son of John and Reve Walsh, was abducted from a Florida shopping mall in 1981 and found dead two weeks later. His parents' sorrow and their determination to help do something about the plight of missing and abused children is the focus of this film. *Color 120 minutes.*

VESTRON

THE PURPLE ROSE OF CAIRO (1985) This highly-acclaimed film by Woody Allen (in which he does not appear) is about a depression-era waitress (Mia Farrow) who escapes her dreary world at the movies, until one night when a character from the latest film at the Rialto jumps off the screen to romance her. With Jeff Daniels and Danny Aiello, directed and written by Allen. *Color PG 84 minutes.*

WARNER

THE KILLING FIELDS (1984) Based on Pulitzer Prize winning correspondent Sydney Schanberg's 1980 article "The Death and Life of Dith Pran" in The New York Times Magazine, this film stars Sam Waterston as Dr. Schanberg and Dr. Haing S. Ngor as Dith Pran. The film depicts the true story of two men caught up in Cambodia's Khmer Rouge revolution. It won three Acadamy Awards and eight British Film Acadamy Awards. *Color 142 minutes R VHS hifi stereo C: $79.95 LV: $39.98.*

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SEPTEMBER 1985

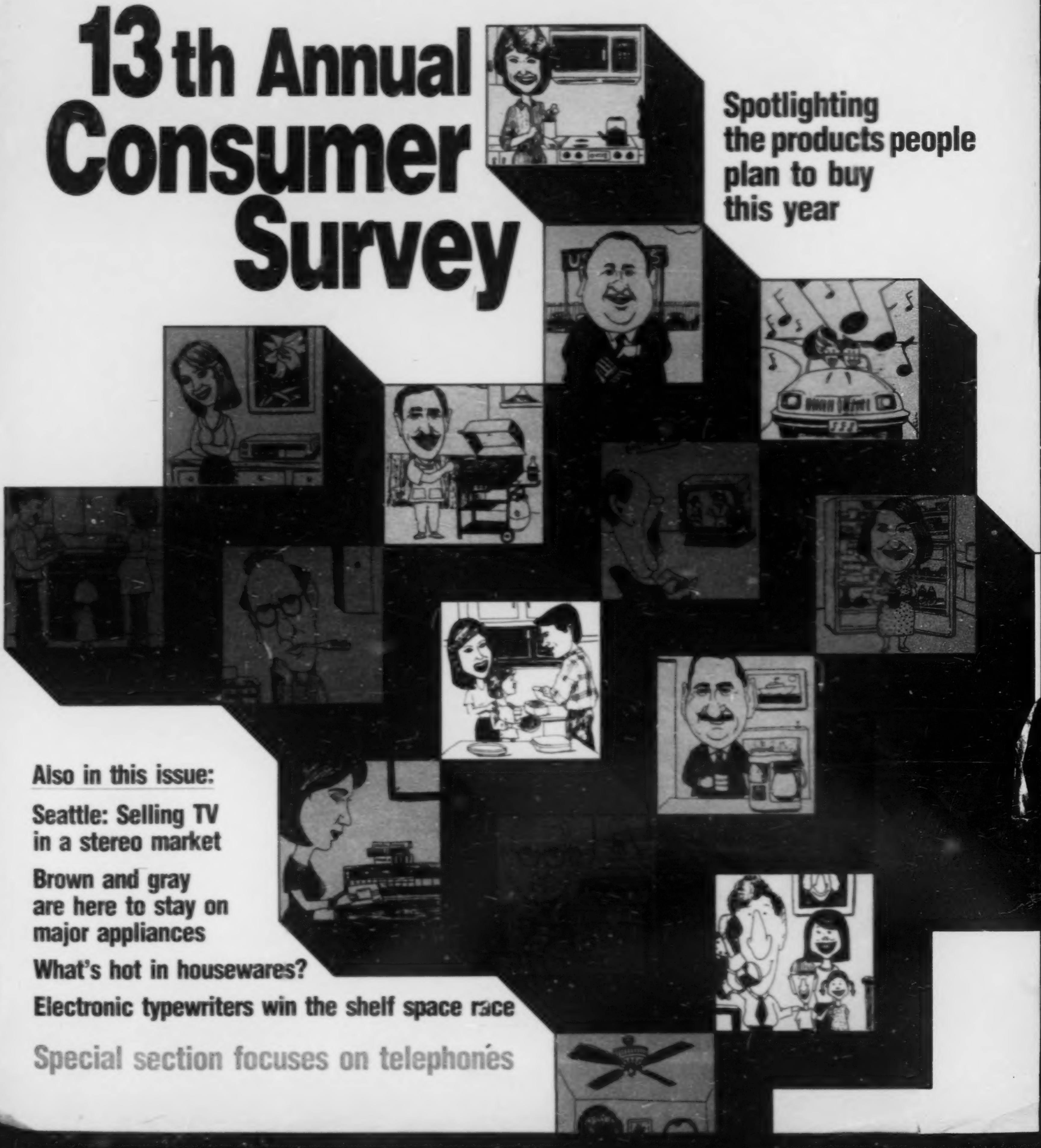
Merchandising

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

13th Annual Consumer Survey

Spotlighting the products people plan to buy this year



Also in this issue:

Seattle: Selling TV in a stereo market

Brown and gray are here to stay on major appliances

What's hot in housewares?

Electronic typewriters win the shelf space race

Special section focuses on telephones

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FOR OVER 56,200 RETAILERS & WHOLESALERS

September 1985
Our 78th Year
Vol. 10, No. 9

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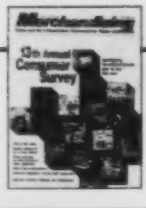
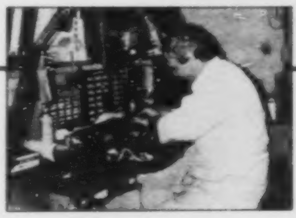


Consumers point out the products they plan to purchase this year
What does America want? What kind of purchasing power are people exercising in 1985? How can different stores expect to benefit? And how will the various regions of the country do?

31 PERSONAL ELECTRONICS

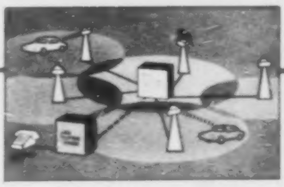


Low prices help electronic typewriters take off
Portable electronic typewriters are winning the race for space on retailers' shelves, especially daisy wheel units, which are showing up to an 80 percent jump in sales this year.

39 VIDEO & AUDIO

Stereo TV sales boom in the Seattle market
Stereo TV's are doing mighty fine in Seattle, the only city in the country with four stations broadcasting stereophonic sound. In fact, penetration has already reached seven to 10 percent.

51 TELEPHONES



Cellular phones looking like a consumer item
Although it hasn't lived up to original projections, the cellular market continues to grow at a steady enough pace that some suppliers predict the phone will be a consumer item by 1990.

56 HOUSEWARES

Hair dryer prices may rise $10 in '87 due to new UL standard
A potentially damaging situation for retailers—a new Underwriters Laboratories standard expected to increase the price of hair dryers—could actually turn out to be beneficial, dealers say.

60 MAJOR APPLIANCES

Tan, gray appliances gain ground with home remodelers and designers
While the reaction to these colors has been far from explosive, they could be strong basics within a few years.

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Home healthcare products stand out in 1985

By Regina Eisman, assistant editor

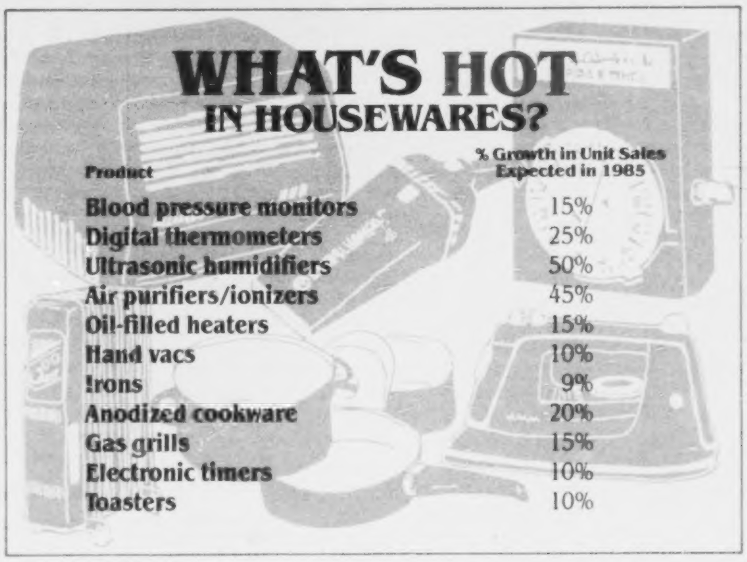
NEW YORK—What are the hot housewares products in 1985? The results of an informal *Merchandising* survey of manufacturers revealed that categories such as home healthcare and home security are continuing to exceed expectations; in particular, digital thermometers, according to one supplier, are "torrid."

Unfortunately, some products, such as fans, clocks and cookware, have remained lukewarm, although some activity is seen in the anodized aluminum cookware category.

In air treatment, ultrasonic models are outpacing console humidifiers. And in heaters, sales of oil-filled units are growing. Gas grills are hot, while hand vacs dominate the rather flat vacuum cleaner industry.

Personal care will enjoy only modest growth this year, with compact dryers and curling irons standing out.

And in kitchen electrics, cordless appliances have replaced space savers as the revitalizing force in the category. Other items cited as doing well were can openers, toasters, food processors and—surprise—popcorn poppers.



WHAT'S HOT IN HOUSEWARES?

Product	% Growth in Unit Sales Expected in 1985
Blood pressure monitors	15%
Digital thermometers	25%
Ultrasonic humidifiers	50%
Air purifiers/ionizers	45%
Oil-filled heaters	15%
Hand vacs	10%
Irons	9%
Anodized cookware	20%
Gas grills	15%
Electronic timers	10%
Toasters	10%

Home healthcare is hot

Some of the highest growth figures are seen in the home healthcare area. "Four to five times" greater than last year was how Gerald Baker, president of Lumiscope, described 1985's electronic thermometer sales so far. "It's torrid; it's going wild," he said. This is due in part to falling prices, as well as the advantages the units have over standard thermometers.

"They're virtually unbreakable, they're easy to read and some even have beepers," Baker said. In addition, he predicted, blood pressure monitors will enjoy 20 to 25 percent growth.

Dave Balzer, Sr., president of Healthcheck, was more conservative in his estimates, saying that thermometers would see growth of 15 to 20 percent, and blood pressure monitors about 10 percent growth. Eventually, there will be a "complete switch" from glass to digital thermometers, Balzer said, and the "aging of America," resulting in a proliferation of over-50 adults, will help the blood pressure monitor category.

Agreeing with him was Richard Medina, product manager for Marshall Electronics. "More of the population is older," he said. "Also, people are more aware of their health, measuring their blood pressure before and after exercise; that's the trend." At the same time, more of the population is also younger, Medina pointed out, meaning greater sales of digital thermometers, which are well-suited for babies.

In home security, electronic timers are hot, according to David Bauer, director of marketing services for First Alert. Although reluctant to give figures, Bauer predicted that timers will be big because of their convenience, the selection of new products and the flurry of advertising surrounding them.

Security industry is solid

The security industry as a whole should remain very solid, Bauer said. "There's a base of people buying second and third timers, as well as second and third smoke detectors. They're also replacing existing smoke detectors, because a new battery costs more than a new unit."

Not as optimistic about the area was Paul Taddy, vice president, consumer business, AMF/Paragon. "I think we'll see mild growth, about five to 10 percent," he said of timers. "They have to be made more simple and prices have to come down before they can really grow."

Another item expected to shine is the ultrasonic humidifier, sales of which Bionaire vice president Al Scutte expects to double this year. Reasons cited were "portability, silence and ease of operation."

Douglas's John Falk also sees sales of ultrasonics "up substantially" this year. "They're easier to fill and clean, they're quiet, they're portable and they can be demonstrated without sales help," the vice president of sales and marketing said. "The predatory pricing is also helping."

Scutte also predicted a 45 percent sales increase in air purifier/ionizers, as consumers become more interested in these high-end units.

Gas grills lead pack

Gas grills have been enjoying 15 percent yearly growth for the past half-dozen years, and that trend will continue, said Arthur Seeds, president of the Barbecue Industry Association (BIA). With total grill sales expected to hit five percent over last year (about 14 million units), gas models are clearly taking the lead. "They're still relatively new, and retailers are putting money behind them," he said.

Expected to grow about 15 percent this year are oil-filled heaters, believes Howard Berman, vice president of sales for Embassy, while portable electric units will see 10 percent growth. The reason, he said, is "there are so many imported electric heaters, but the consumer sees oil-filled units as being an American product. Permanent installation is also attractive."

A few categories that have been flat for years are seeing a slight spurt due to innovative products. This is the case with cookware, as anodized aluminum sales climb steadily to about 20 percent over last year. That figure, given by Gary Reifeiss, vice president, marketing for Club Products, is due to the cookware's "professional look and durability, along with the fact that it cooks very well and is non-stick. It's the real growth category."

All-Clad president John Ulam, Jr., said he expects 35 percent growth in his firm's own anodized line. "The consumer is recognizing the quality and the retailer is educating the consumer more."

And Tom Reikowski, vice president of marketing for Meyer Corp., said anodized is the only active cookware category. Otherwise, "there's no growth" in cookware, he said. "The consumer is just not buying the way he once was."

Another soft category, vacuum cleaners, will see only about five percent growth in total, although the hand vac could approach 10 percent, Cliff Wood, marketing services manager for Hoover, said. But, "there may not be as much growth in hand vacs as there was last year because the category has grown so steeply."

Gil Dorsey, vice president of marketing at Eureka, said upright vacs are also doing well, although the entire industry will see only two to three percent growth. Lightweight models, like Eureka's Quick Up and Bissell's Three-Way Vac, are said to be performing well too.

In kitchen electrics, the catch word is cordless. Although the category is still too new to determine any growth figures, suppliers say their items are selling out. "We're in a back-order situation now with our Handymixer, mixer and knife," said Kenneth Homa, vice president of marketing for Black & Decker's U.S. Household Products Group. "Sales have far, far exceeded our expectations."

"Cordless appliances have gotten a lot of brouhaha," Bill Kelso, manager, home products division, Norelco, said. "Things are going crazy, and it's going to be a very big year."

Also achieving excellent results with the cordless can opener is Proctor-Silex, said Judy McBee, senior vice president of marketing.

Can openers in general will be profitable this year, McBee said, and Carl Kiefer, product marketing manager at Oster, said the under-the-cabinet can opener would continue to take a chunk of the market. Other under-the-cabinet electrics should continue to exhibit growth, although not at their former pace. B&D's Homa said he expects "low double-digit growth" in the firm's Spacemaker line.

A wide variety of small appliances were singled out by vendors as being strong sellers. Oster's Kiefer said food processors and blenders were moving. "Nobody wants to go back to the old-fashioned manual method," he said. "Baby boomers grew up with these products on their countertop, and when they get married, they go out and buy them."

Norelco's Kelso said analog timer coffee makers would see a five to 10 percent increase in sales. "It's surprising," he said. "There's still a segment of the population that is uncomfortable with electronic timers."

McBee cited toasters, which are being aided by the addition of units with new features. She predicted a 10 percent or less growth.

Will poppers be popular?

Surprisingly, hot air popcorn poppers are coming back, McBee said, and a growth rate of 15 percent is possible. Why this spurt after lying dormant for so long? "There's additional promotional activity, there's an increase in home entertainment (VCR's, etc.) and there's a health and nutrition consciousness," she explained. "Popcorn made in a hot air popper is an excellent diet food."

Irons will experience "single-digit" growth, no more than 10 percent, McBee predicted. Newer features are "fueling the overall category," and auto shutoff irons could approach 10 percent of the iron market, she added.

Homa of B&D said irons will be in the seven to nine percent growth range. "Irons with automatic shutoff will become an industry benchmark within the next 12 months," he said.

Personal care companies are not seeing the same kind of growth as electrics firms. "At best, it's going to be 10 percent growth" in the entire personal care market, believes Lawrence Cohen, vice president, marketing, Helen of Troy. "It's because of a lack of new items and the proliferation of rebates."

Cohen said, however, that curling irons are starting to edge up due to new hairstyles, and rechargeable units especially have a bright future. "Curling irons and brushes are more attuned to what's happening in hair styles," he said. Products geared towards specific consumer groups should also do well.

Tobie Kranitz, manager, beauty care division, Norelco, said small pro dryers are a growth area because of the compact size. "People like more power in a smaller unit." But the personal care category will see only modest growth, she said.

Clocks, a category that Springfield president William Vogt describes as "flat," may have a bit of activity in the contemporary, under-$25 area. Styles that are currently popular are those with skeleton movements, fewer numerals and special features like a moon phase dial. Combination outdoor clocks/weather instruments are selling, as is brass, "because a brass clock looks like a $40 item, but it's now only $19.95." In general, "the outlook for fall is very promotional," Vogt said.

Probably the worst performance thus far this year in housewares has been turned in by the fan category: Sales are down 30 to 50 percent, according to Lori LaZebnik, marketing manager for Autumnaire. "It's been a terrible fan year," she said candidly, "largely due to the weather. It was a cool summer. Retailers have reported that sales are down considerably."

MERCHANDISING
13TH ANNUAL
CONSUMER SURVEY

Consumers point out the products that they plan to purchase this year

What does America want? What kind of purchasing power are people exercising in 1985, particularly as we prepare to enter the all-important fourth quarter? How can different stores expect to benefit? And how will the various regions of the country do?

These were just some of the questions that we at *Merchandising* were asking as we began to work on our 13th Annual Consumer Survey many months ago.

Now, more than 1,200 interviews later, after poring over in excess of 600 pages of computer printouts, we have the answers. And the facts and the figures are presented on the following pages.

The survey is divided into several different sections. On pages 14 through 25, the consumers tell what products they are most interested in purchasing this year in electronics, major appliances and electric housewares. Product by product, they reveal what percent of the total sample is likely to make a purchase.

In this same section, the consumers report on what stores they would be most likely to visit to buy these products.

Then we take a look at the Prime Targets for a number of this year's most important items. What groups contain the most people who would be likely to make such a purchase? You'll find the answer broken down by head of household, size of household, household income, market and other data.

The next section, found on pages 26 through 28, shows how the various U.S. regions stack up, compared with the national average. Are they more or less likely to purchase a particular group of products? And how do their shopping habits compare with the rest of the country?

Finally, on pages 29 and 30, we chart the current penetration levels for the products included in this survey.

More than just numbers

It's important to note that this survey is intended primarily as a means to gauge planned purchases, to compare the products with each other, or one region against another.

There are, of course, any number of outside factors that will sway a customer's plans over the course of the year. A sudden turn in the economy, a week of blisteringly hot summer weather, the unexpected death of a television and even a new low price on something the shopper has had his eye on can all cause a sudden shift.

Many forces work on consumers. Some, the retailer controls. Many, he does not. But they all add up to affect what, when and where a purchase is made.

Looking at this survey as a whole, we see information about how likely the American consumers are to purchase a VCR versus a microwave oven, a blender versus an electric wok or a new refrigerator versus a dishwasher. It illustrates where their priorities, their needs and their desires lie this year, before the externals come into play.

As such, it can serve as an excellent marketing device for retailers, showing not only what people are in the market for, but also what products could be winners—if they were pushed perhaps a little harder.

It's a picture of more than just what's happening, but of what could be, as well. It's not just a report. It's a tool.

How we did it

This year's Consumer Survey was conducted exclusively for *Merchandising* by Home Testing Institute, Port Washington, NY, a market research company. Responding to the survey were households from an unpaid nationwide panel maintained by the firm.

The panel of households is demographically matched to the U.S. population, according to the past five years of data from the Current Population Survey of the U.S. Census Bureau.

Because of this, HTI has assured *Merchandising* that the results of this survey are projectable to the U.S. population overall and to the individual regions, as they are broken out. A statistical breakdown of who responded appears on page 30.

Surveys were mailed to 1,500 households. By the closing date, approximately three weeks later, 1,201 returns had been received (a return rate of 80 percent). Information from these surveys is included in the tabulations which follow.

Special thanks for help in preparing the survey and the statistics go to Robert Leibson, research director, and Selma Book, research manager, both in Gralla Publications' Market Research Department.

—Lee Rath
editor/assoc. pub.

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Design: BRALOW Ink

TV

Likely to buy...

Black & White TV	3.4%
Color TV	16.7%
Mini TV	1.2%
Projection TV	1.0%

Where they buy...

	Black & White TV	Color TV	Mini TV	Projection TV
Appliance TV Store	21.6%	40.8%	10.5%	31.6%
Catalog Showroom	2.8%	1.8%	5.3%	5.3%
Catalog Store (Sears, etc.)	14.5%	15.4%	18.4%	10.5%
Department Store	13.2%	10.8%	13.2%	10.5%
Discount Store	16.0%	7.2%	23.7%	15.8%
Electronics Specialty Store	1.7%	3.2%	5.3%	5.3%
Furniture Store	2.6%	6.9%	—	—
Received as gift	15.3%	5.0%	18.4%	15.8%
Other	12.3%	8.9%	5.2%	5.2%

Prime Targets...

COLOR TV

Head of household: 50 to 64 years old
Size of household: three or more
Household income: under $20,000
Best market: North Central states

Other:
Of the households planning to purchase a color TV, 86.6% already own one. Out of this group, 61.1% will use the new set as a replacement, 38.9% will use it as an additional TV. There are children under 12 in 23.4% of the households planning a purchase.

Illustrations by David John Pullman

Video

Likely to buy...

Portable VCR	3.9%
Tabletop VCR	9.7%
Video Camera	3.7%

Where they buy...

	Portable VCR	Tabletop VCR	Video Camera
Appliance TV Store	26.8%	25.0%	25.0%
Catalog Showroom	1.8%	4.8%	—
Catalog Store (Sears, etc.)	8.9%	13.6%	7.1%
Department Store	5.4%	11.0%	—
Discount Store	10.7%	8.3%	10.7%
Electronics Specialty Store	10.7%	7.0%	10.7%
Furniture Store	5.4%	3.1%	—
Video Specialty Store (Hardware)	12.5%	11.4%	14.3%
Video Specialty Store (Software)	1.8%	2.2%	3.6%
Received as gift	1.8%	2.6%	7.1%
Other	14.2%	11.0%	21.5%

Prime Targets...

TABLETOP VCR

Head of household: under 30 years old
Size of household: three or more
Household income: under $20,000
Best market: North Central states

Other:
Trading up from their first model, 17.9% of the households planning to purchase a VCR this year already own one. Out of this group, 31.6% will use the new model as a replacement and 68.4% will use it as an additional VCR. There are children under 12 in 26.5% of the households planning a purchase.

Hifi

Likely to buy...

	Compact System	2.0%
Components Purchased Separately	Amplifier	1.2%
	Cassette Deck	3.8%
	Compact Disc Player	2.3%
	Equalizer	1.3%
	Receiver	3.0%
	Speakers	3.4%
	Tuner	1.6%
	Headphones	2.4%
	Racked System	1.2%

Where they buy...

	Compact System	Components Purchased Separately	Headphones	Racked System
Appliance/TV Store	12.2%	6.9%	2.6%	8.0%
Catalog Showroom	3.8%	3.4%	4.1%	4.0%
Catalog Store (Sears, etc.)	21.7%	8.3%	8.2%	22.7%
Department Store	12.9%	4.9%	8.2%	13.3%
Discount Store	11.0%	4.7%	14.4%	12.0%
Electronics Specialty Store	10.6%	19.1%	22.1%	6.7%
Hifi Store	6.1%	36.8%	16.9%	9.3%
Received as gift	8.4%	4.5%	10.8%	8.0%
Other	13.3%	11.4%	12.7%	16.0%

Prime Targets...

CD PLAYER

Head of household: under 30 years old

Size of household: one

Household income: $20,000 to $50,000

Best market: Western states

Other:
Although the CD player is a relatively young product, 7.1% of the households planning a purchase this year already own one. And all of these people are planning to use the new player as a replacement for an earlier model.

Home, Portable and Car Audio

Likely to buy...

	Boombox	1.1%
	Personal Portable Stereo	2.8%
Radio	Clock	7.3%
	Portable	4.0%
	Tabletop	3.1%
	Car Stereo (aftermarket)	2.5%

Where they buy...

	Boombox	Personal Portable Stereo	Radio Clock	Radio Portable	Radio Tabletop	Car Stereo (aftermarket)
Appliance/TV Store	5.6%	5.7%	3.8%	5.5%	8.8%	1.1%
Car Stereo Specialist	—	—	—	—	—	25.5%
Catalog Showroom	8.3%	6.6%	9.2%	6.4%	5.5%	2.7%
Catalog Store (Sears, etc.)	22.2%	10.4%	14.6%	13.5%	16.8%	9.2%
Department Store	15.7%	13.3%	12.6%	13.9%	11.8%	2.7%
Discount Store	14.8%	22.7%	21.2%	23.3%	20.3%	8.7%
Electronics Specialty Store	9.3%	5.2%	3.8%	7.1%	6.5%	19.6%
Hifi Store	6.5%	6.2%	—	—	1.3%	13.0%
Received as gift	12.0%	21.8%	20.1%	17.0%	13.3%	3.8%
Other	5.6%	8.1%	14.7%	13.3%	15.7%	13.7%

Prime Targets...

CAR STEREO

Head of household: under 30 years old

Size of household: three or more

Household income: $30,000 to $50,000

Best market: North Central states

Other:
Of those people planning to purchase an aftermarket car stereo, 36.7% currently own one. Of this group, exactly half will be purchasing the unit as a replacement, half as an addition.

Telephones and Answering Machines

Likely to buy...

Corded Telephone	10.4%
Cordless Telephone	4.9%
Answering Machine	4.7%

Where they buy...

	Corded Telephone	Cordless Telephone	Answering Machine
Appliance/TV Store	—	2.2%	5.0%
Catalog Showroom	2.7%	8.1%	18.2%
Catalog Store (Sears, etc.)	3.2%	6.6%	7.4%
Department Store	4.8%	8.8%	10.7%
Discount Store	9.8%	19.1%	9.1%
Electronics Specialty Store	5.1%	14.0%	20.7%
Telephone Specialty Store	34.1%	11.8%	5.0%
Received as gift	6.1%	19.1%	9.9%
Other	34.2%	10.3%	14.0%

Prime Targets...

CORDED TELEPHONE

Head of household: under 30 years old

Size of household: three or more

Household income: under $20,000

Best market: North Central states

Other:

Again, most families planning to buy a telephone this year, 84%, already own at least one (as opposed to leasing). In 40.5% of the cases, the new phone will replace an older model. But 59.5% of the time, it will be treated as an addition.

Computers and Games

Likely to buy...

Home Computer	6.8%
Videogame	1.7%

Where they buy...

	Home Computer	Videogame
Appliance/TV Store	2.0%	4.4%
Catalog Showroom	4.7%	10.0%
Catalog Store (Sears, etc.)	7.4%	20.0%
Computer Specialty Store	30.4%	—
Department Store	3.4%	11.7%
Discount Store	15.5%	22.2%
Electronics Specialty Store	14.9%	7.2%
Video Specialty Store (hardware)	1.4%	1.7%
Received as gift	11.5%	9.4%
Other	8.8%	13.4%

Prime Targets...

HOME COMPUTER

Head of household: under 40 years old

Size of household: three or more

Household income: $30,000 to $50,000

Best market: North Central states

Other:

A large 25.6% of the households planning to purchase a computer this year have children under 12. Some 14.6% of the families planning to purchase a computer will be buying their second and 70% of them will be using it as an additional rather than as a replacement purchase.

Personal Electronics

Likely to buy...

Calculator, desktop	3.9%
Calculator, hand-held	8.2%
Quartz Watch, analog	4.6%
Quartz Watch, digital	8.3%
Radar Detector	1.4%

Where they buy...

	Calculator, desktop	Calculator, hand-held	Quartz Watch, analog	Quartz Watch, digital	Radar Detector
Car Stereo Specialist	—	—	—	—	3.3%
Catalog Showroom	12.2%	8.2%	9.0%	9.7%	3.3%
Catalog Store (Sears, etc.)	13.7%	8.1%	11.8%	9.9%	—
Department Store	9.4%	14.1%	17.0%	12.0%	3.3%
Discount Store	21.6%	29.0%	18.3%	27.6%	13.3%
Electronics Specialty Store	7.5%	7.0%	—	—	40.0%
Received as gift	14.1%	18.2%	24.3%	24.0%	10.0%
Other	21.5%	15.4%	19.6%	16.8%	26.8%

Prime Targets...

HAND-HELD CALCULATOR

Head of household: 50 to 64 years old

Size of household: three or more

Household income: under $20,000

Best market: North Central states

Other:

An overwhelming portion of the households planning to buy a hand-held calculator already own one, 84.8%, to be exact. Of this group, 60.7% will buy the product as a replacement, 39.3% as an addition. There are children under 12 in 22.2% of the homes planning to make a purchase.

Software

Likely to buy...

	Blank Audiotape	8.0%
	Blank Videotape	15.3%
	Prerecorded Videotape	7.0%
Computer	Game	7.5%
	Educational	7.3%
	Personal Productivity	6.1%
	Business	6.2%
	Videogame Cartridge	9.0%

Where they buy...

	Blank Audiotape	Blank Videotape	Prerecorded Videotape	Computer			Videogame Cartridge
				Game	Educational	Business	
Appliance/TV Store	1.9%	5.8%	1.5%	—	—	—	—
Catalog Showroom	1.9%	4.2%	—	5.2%	7.5%	6.8%	3.4%
Catalog Store (Sears, etc.)	6.5%	5.8%	4.5%	7.8%	9.4%	2.3%	8.7%
Computer Specialty Store	—	1.1%	—	27.3%	30.2%	52.3%	1.3%
Department Store	5.6%	7.4%	3.0%	5.2%	3.8%	2.3%	14.1%
Discount Store	28.0%	34.4%	9.1%	16.9%	7.5%	9.1%	39.6%
Electronics Specialty Store	14.0%	6.3%	7.6%	11.7%	9.4%	6.8%	4.7%
Hifi Specialty Store	15.0%	1.6%	3.0%	—	—	—	—
Video Specialty Store (hardware)	—	5.3%	12.1%	—	—	—	2.0%
Video Specialty Store (software)	1.9%	6.9%	28.8%	1.3%	3.8%	—	2.7%
Received as gift	2.8%	2.6%	1.5%	2.6%	5.7%	4.5%	4.0%
Other	22.4%	18.6%	28.9%	22.0%	22.7%	15.9%	19.5%

P[illegible]rgets...

BLANK VIDEOTAPE

Head of household: 30 to 39 years old

Size of household: three or more

Household income: $30,000 to $50,000

Best market: North Central and Western states

Other:

The average household responding to the survey owns 13 blank videotapes. Breaking out just respondents who own VCR's, 56.9% plan to buy blank videotape this year.

Electronics Furniture

Likely to buy...

Audio (components)	2.0%
Audio/Video Centers	1.5%
Home Computer Tables	3.7%
Microwave Oven Carts	4.8%
Television Carts	2.4%
TV/VCR/Videodisc Player Carts	1.9%

Where they buy...

	Audio (components)	Audio/Video Centers	Home Computer Tables	Microwave Oven Carts	Television Carts	TV/VCR Videodisc Player Carts
Appliance/TV Store	12.2%	15.0%	—	21.1%	29.9%	11.3%
Catalog Showroom	3.6%	1.7%	12.9%	5.3%	4.3%	5.7%
Catalog Store (Sears, etc.)	13.7%	11.7%	9.7%	24.4%	14.7%	15.1%
Computer Specialty Store	—	—	12.9%	—	—	—
Department Store	8.6%	15.0%	—	10.2%	7.6%	5.7%
Discount Store	9.6%	6.7%	32.3%	9.8%	9.8%	13.2%
Electronics Specialty Store	6.1%	3.3%	—	—	3.3%	3.8%
Furniture Store	12.7%	15.0%	16.1%	4.5%	5.4%	11.3%
Hifi Specialty Store	10.7%	5.0%	—	—	—	3.8%
Video Specialty Store (hardware)	—	—	—	—	—	5.7%
Received as gift	6.1%	—	9.7%	9.8%	5.4%	1.9%
Other	16.7%	26.6%	6.4%	14.9%	19.6%	22.5%

Prime Targets...

AUDIO/VIDEO CENTERS

Head of household: 50 to 64 years old

Size of household: all sizes equal

Household income: $20,000 and under

Best market: North Central states

Other:
Many of the households in the market for furniture to hold an audio/video system, 38.9%, already own some sort of electronics furniture.

Cooking

Likely to buy...

Microwave Oven	8.4%
Range	5.2%

Where they buy...

	Microwave Oven	Range
Appliance/TV Store	26.6%	26.9%
Builder/Remodeler	2.1%	16.2%
Catalog Showroom	2.3%	—
Catalog Store (Sears, etc.)	28.1%	21.1%
Department Store	6.9%	4.6%
Discount Store	6.1%	2.6%
Microwave Specialty Store	6.1%	—
Received as gift	10.4%	2.3%
Other	11.4%	26.3%

Prime Targets...

MICROWAVE OVEN

Head of household: 39 years old and under

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:
Of those households planning to buy a microwave oven this year, 17.8% already own one, and all of them are making a replacement purchase. There are children under 12 in 25.7% of the homes planning to buy.

Cleanup

Likely to buy...

Dishwasher	4.8%
Trash Compactor	1.3%
Disposer	2.8%

Where they buy...

	Dishwasher	Trash Compactor	Disposer
Appliance/TV Store	26.0%	21.4%	10.2%
Builder/Remodeler	18.5%	9.5%	30.8%
Catalog Store (Sears, etc.)	28.3%	38.1%	19.4%
Department Store	2.6%	4.8%	1.0%
Discount Store	3.6%	2.4%	6.7%
Received as gift	2.6%	2.4%	1.6%
Other	18.4%	21.4%	30.3%

Prime Targets...

DISHWASHER

Head of household: 30 to 39 years old

Size of household: three or more

Household income: $20,000 to $30,000

Best market: Northeastern states

Other:
Of those planning to purchase a dishwasher, 46.6% say they already own one. The new unit will be a replacement 95.7% of the time and an addition 4.3%. There are children under 12 in 22.4% of the homes planning a purchase.

Laundry

Likely to buy...

Washer	8.4%
Dryer	7.3%

Where they buy...

	Washer	Dryer
Appliance TV Store	31.9%	30.8%
Builder Remodeler	2.2%	2.4%
Catalog Store (Sears, etc.)	39.8%	39.2%
Department Store	7.5%	8.1%
Discount Store	2.9%	2.8%
Received as gift	2.9%	2.8%
Other	12.8%	13.9%

Prime Targets...

WASHER

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:
Of those planning to purchase a washer, 78.2% already own one and say that the new unit will be a replacement. There are children under 12 in 17.8% of the homes planning to buy this year.

Air Conditioning and Refrigeration

Likely to buy...

Air Conditioner	4.0%
Refrigerator	6.4%
Freezer	3.9%

Where they buy...

	Air Conditioner	Refrigerator	Freezer
Appliance TV Store	27.8%	33.4%	28.3%
Builder Remodeler	4.9%	6.1%	—
Catalog Store (Sears, etc.)	27.5%	28.9%	39.1%
Department Store	4.7%	6.9%	5.0%
Discount Store	4.4%	3.4%	5.5%
Received as gift	5.7%	3.2%	3.8%
Other	25.0%	18.1%	18.3%

Prime Targets...

REFRIGERATOR

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:
Of those planning to buy a refrigerator, 93.5% already own one. Of those who do, 94.5% will treat the new unit as a replacement, 5.5% as an addition. There are children under 12 in 19.5% of the homes planning to buy a refrigerator this year.

Kitchen Electrics

Likely to buy...

Blender	4.9%
Can Opener	6.7%
Coffee Grinder	1.2%
Coffee Maker	8.1%
Food Processor	4.7%
Iron	7.7%
Mixer (portable)	5.2%
Mixer (stand)	2.8%
Popcorn Maker (hot air)	3.3%
Popcorn Maker (oil)	1.7%
Toaster	5.7%
Toaster-Oven Broiler	3.9%
Wok	2.4%

Where they buy...

	Blender	Can Opener	Coffee Grinder	Coffee Maker	Food Processor	Iron	Mixer (portable)
Catalog Showroom	4.8%	5.0%	8.6%	6.2%	9.8%	6.0%	5.0%
Catalog Store (Sears, etc.)	12.1%	8.6%	—	9.2%	15.5%	11.6%	9.3%
Department Store	11.8%	11.1%	13.8%	15.7%	12.8%	16.2%	12.1%
Discount Store	20.6%	25.9%	5.2%	25.5%	16.5%	25.1%	21.9%
Drug Store	—	—	3.4%	1.4%	1.5%	1.0%	—
Housewares Store	2.3%	2.1%	3.4%	1.4%	1.2%	2.2%	2.2%
Housewares/Hardware Store	9.7%	7.9%	17.2%	8.7%	8.2%	7.4%	10.1%
Received as gift	29.2%	28.5%	20.7%	24.1%	24.4%	17.3%	29.2%
Other	9.5%	10.9%	27.7%	7.8%	10.1%	13.2%	10.2%

	Mixer (stand)	Popcorn Maker (hot air)	Popcorn Maker (oil)	Toaster	Toaster-oven Broiler	Wok
Catalog Showroom	7.9%	9.1%	7.5%	3.1%	7.8%	4.8%
Catalog Store (Sears, etc.)	10.4%	9.1%	11.4%	10.7%	8.1%	3.8%
Department Store	14.0%	11.5%	7.8%	13.6%	14.2%	14.4%
Discount Store	14.8%	23.3%	20.4%	22.6%	23.5%	13.5%
Drug Store	—	1.3%	—	—	—	1.0%
Housewares Store	2.5%	—	—	1.9%	1.3%	1.0%
Housewares/Hardware Store	11.1%	8.8%	10.2%	9.1%	7.8%	8.7%
Received as gift	27.8%	28.7%	34.9%	25.2%	25.2%	37.5%
Other	11.5%	8.2%	7.8%	13.8%	12.1%	15.3%

Prime Targets...

COFFEE MAKER

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:

Of those planning to buy, 78.4% already own an electric coffee maker. And of this group, 85.2% will use their new one as a replacement, 14.8% as an addition.

Personal Care

Likely to buy...

Curling Brush/Iron	5.7%
Hair Dryer	6.6%
Hair Setter	2.0%
Shaver	3.7%

Where they buy...

	Curling Brush/Iron	Hair Dryer	Hair Setter	Shaver
Catalog Showroom	6.2%	7.4%	9.2%	9.5%
Catalog Store (Sears, etc.)	7.9%	10.5%	9.9%	9.9%
Department Store	14.1%	13.8%	9.6%	10.3%
Discount Store	32.3%	30.8%	30.5%	22.9%
Drug Store	9.5%	6.1%	5.1%	8.1%
Housewares/Hardware Store	—	1.1%	—	2.5%
Received as gift	13.5%	18.2%	23.6%	26.4%
Other	16.5%	12.1%	12.1%	10.4%

Prime Targets...

HAIR DRYER

Head of household: 30 to 39 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:
Of those planning to purchase a hair dryer, 92.4% say they already own one, and 92.3% of them say it will be a replacement purchase. The rest will buy dryers to use as additions to their collection.

Home Healthcare

Likely to buy...

Bathroom scale	7.2%
Blood Pressure Monitor	2.3%
Digital Thermometer	4.1%
Foot Bath/Massager	1.7%
Shower Massager	2.7%

Where they buy...

	Bathroom Scale	Blood Pressure Monitor	Digital Thermometer	Foot Bath/ Massager	Shower Massager
Catalog Showroom	6.7%	7.3%	7.5%	9.3%	9.7%
Catalog Store (Sears, etc.)	12.0%	12.2%	13.2%	11.1%	8.5%
Department Store	12.4%	3.3%	3.8%	11.1%	9.3%
Discount Store	21.5%	13.8%	18.9%	14.8%	19.5%
Drug Store	3.4%	36.6%	24.5%	8.3%	6.8%
Housewares Store	1.6%	—	—	—	1.7%
Housewares/Hardware Store	3.6%	—	1.9%	2.8%	7.6%
Received as gift	23.0%	9.8%	9.4%	35.2%	24.6%
Other	15.8%	17.0%	20.8%	7.4%	12.3%

Prime Targets...

DIGITAL THERMOMETER

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: Western states

Other:
Of those planning to buy a digital thermometer, 8.2% are familiar with the product, having owned one in the past. There are children under 12 in 28.6% of the homes planning a purchase.

Air Treatment

Likely to buy...

Air Purifier	2.6%
Fan	3.0%
Fan (ceiling)	9.2%
Heater (electric)	2.5%
Heater (kerosene)	2.2%
Humidifier (standard)	2.2%
Humidifier (ultrasonic)	1.2%

Where they buy...

	Air Purifier	Fan	Ceiling Fan	Electric Heater	Kerosene Heater	Standard Humidifier
Catalog Showroom	8.8%	2.5%	3.7%	3.8%	1.9%	3.9%
Catalog Store (Sears, etc.)	15.0%	14.5%	11.5%	16.5%	12.1%	17.6%
Department Store	10.2%	14.5%	10.2%	10.4%	7.0%	7.0%
Discount Store	24.5%	33.0%	16.1%	22.1%	15.9%	11.7%
Drug Store	4.1%	3.7%	—	1.5%	—	7.4%
Home Center	—	1.4%	13.9%	2.0%	6.4%	5.1%
Housewares Store	2.7%	—	2.2%	2.3%	1.3%	2.0%
Housewares/Hardware Store	3.4%	9.0%	13.6%	15.7%	31.2%	12.9%
Received as gift	23.8%	9.0%	7.1%	11.2%	5.7%	10.9%
Other	7.5%	12.4%	21.7%	14.5%	18.5%	21.5%

Prime Targets...

CEILING FAN

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:

Of those people planning to buy a ceiling fan, 45% are already familiar with the product, owning one or more. And 89.2% of them are pleased enough with the product, that they are going to install a second or a third or...The rest, 10.8%, are planning to replace an existing model.

Floor Care

Likely to buy...

Canister Vacuum	5.2%
Upright Vacuum	5.7%
Stick Vacuum	1.2%
Hand-held Vacuum	1.7%

Where they buy...

	Canister Vacuum	Upright Vacuum	Stick Vacuum	Hand-held Vacuum
Catalog Showroom	3.4%	3.6%	8.6%	6.6%
Catalog Store (Sears, etc.)	26.1%	18.5%	12.9%	9.6%
Department Store	9.4%	15.5%	16.3%	7.2%
Discount Store	10.4%	9.9%	19.6%	17.5%
Furniture Store	1.4%	3.8%	1.0%	—
Home Center	—	—	1.0%	1.8%
Housewares/Hardware Store	2.6%	3.3%	3.3%	4.8%
Vacuum Specialty Store	20.2%	18.0%	3.8%	1.8%
Gift	9.0%	10.4%	19.6%	36.1%
Other	17.5%	17.0%	13.9%	14.6%

Prime Targets...

UPRIGHT VACUUM

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:

Of those planning to purchase an upright vacuum, 79.4% already own one and 97% of them are buying the new vac as a replacement.

Clocks

Likely to buy...

Decorative Wall	3.4%
Kitchen Wall	4.6%
Alarm	4.2%
Desk/Table/Occasional	1.7%

Where they buy...

	Decorative Wall	Kitchen Wall	Alarm	Desk/Table/Occasional
Catalog Showroom	5.1%	7.0%	8.1%	7.3%
Catalog Store (Sears, etc.)	6.4%	7.7%	9.9%	8.8%
Department Store	9.6%	12.6%	14.1%	11.1%
Discount Store	11.5%	21.3%	29.7%	20.7%
Drug Store	—	—	6.0%	1.6%
Furniture Store	2.0%	—	—	1.3%
Housewares Store	1.5%	2.1%	—	—
Housewares/Hardware Store	1.9%	3.8%	3.7%	1.6%
Jewelry Store	1.2%	—	—	1.0%
Variety Store	1.0%	1.8%	2.6%	1.0%
Received as gift	40.4%	27.3%	13.5%	31.1%
Other	19.4%	16.4%	12.4%	14.5%

Prime Targets...

ALARM CLOCK

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: South Atlantic states

Other:
Of those planning to purchase an alarm clock, 96.1% already own one. Of that group, 77.1% will use the new clock as a replacement; for 22.9%, it will be an addition.

Cookware

Likely to buy...

Metal	11.2%
Plastic (including microwave)	10.0%
Ceramic	3.6%
Stoneware	3.8%
Glass	10.5%

Where they buy...

	Metal	Plastic	Ceramic	Stoneware	Glass
Catalog Showroom	3.0%	2.7%	3.4%	3.6%	2.2%
Catalog Store (Sears, etc.)	9.7%	8.7%	9.1%	10.9%	7.6%
Department Store	19.4%	16.2%	15.2%	19.1%	17.8%
Discount Store	23.2%	29.2%	16.6%	12.4%	26.0%
Housewares Store	4.9%	3.3%	5.0%	4.1%	4.3%
Housewares/Hardware Store	7.1%	4.4%	5.2%	3.9%	5.9%
Microwave Specialty Store	—	3.5%	—	—	—
Supermarket	2.6%	2.7%	—	2.8%	3.5%
Variety Store	1.9%	2.1%	1.8%	1.8%	3.3%
Received as gift	12.6%	11.8%	24.5%	22.7%	17.1%
Other	15.6%	15.4%	19.2%	18.7%	12.3%

Prime Targets...

PLASTIC COOKWARE

Head of household: under 30 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:
Most people planning to buy plastic cookware, 77.5%, are already familiar with the product and have some at home. In 85.5% of the cases, the cookware that will be purchased this year will be used in addition to what these consumers currently have. But 14.5% of the time, it will be used to replace plastic pieces now in use.

Home Security and Outdoor Products

Likely to buy...

Smoke Detector	10.7%
Intrusion Device (self-installed)	1.7%
Gas Grill	3.2%
Charcoal Grill	4.6%
Electric Bug Killer	4.2%

Where they buy...

	Smoke Detector	Intrusion Device	Gas Grill	Charcoal Grill	Electric Bug Killer
Catalog Showroom	4.4%	2.7%	3.0%	4.7%	2.9%
Catalog Store (Sears, etc.)	11.0%	8.1%	15.7%	8.3%	19.9%
Department Store	9.0%	2.7%	9.3%	9.0%	5.9%
Discount Store	17.7%	8.1%	13.4%	27.4%	25.7%
Drug Store	2.0%	—	1.1%	2.6%	—
Home Center	4.1%	2.7%	4.9%	1.9%	5.9%
Housewares/Hardware Store	7.9%	16.2%	7.5%	9.0%	11.8%
Supermarket	—	2.7%	1.1%	1.7%	—
Variety Store	—	2.7%	1.5%	—	—
Received as gift	15.7%	8.1%	16.8%	18.0%	14.0%
Other	28.2%	46.0%	25.7%	17.4%	13.9%

Prime Targets...

GAS GRILL

Head of household: under 39 years old

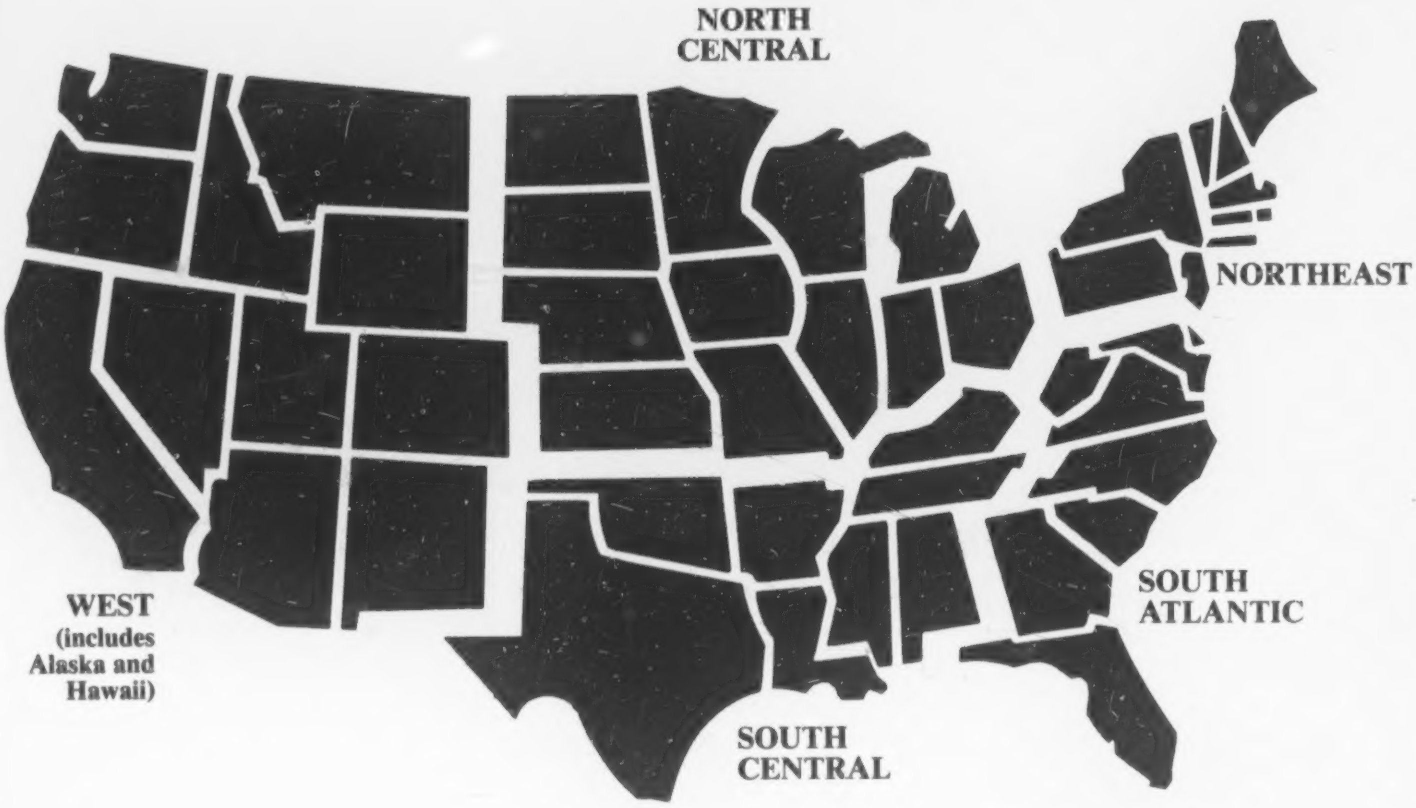
Size of household: three or more

Household income: $20,000 to $30,000

Best market: North Central states

Other:

A whopping 84.2% of the people planning to purchase a gas grill this year have never owned one before. And 31.6% of the people who say they will make a purchase have children under 12 at home.



Northeast

Major appliances are the best bet

ELECTRONICS

The size of the market notwithstanding, on an individual-by-individual basis, consumers in the Northeast appear to be less interested in electronics purchases than are people in the rest of the country. But when they do buy, they tend to buy big, opting for the expensive, the innovative or the downright gadgety: High on their lists this year are projection TV's, mini TV's and cordless phones.

The northeastern consumer is also big on basics. Those polled plan to dramatically increase their purchases of color TV's this year; and portable radios continue to sell well. They tend to be a faithful lot too: The videogame should do better in the Northeast than in any other part of the country in 1985.

Convenience appears to be a key motivating factor. Racked audio systems are very popular with this group, although it is at the expense of separate component sales.

As individuals, the northeasterners claim that they are not as interested in compact stereos and boomboxes as are people in the other regions. They're also not as hot on electronics furniture, although they tend to own a lot of TV carts already.

Once hot products that appear to be losing out in the region include video cameras, personal portable stereos, clock radios, calculators and digital watches.

Looking at the stores where they shop, the northeastern consumers tend more heavily towards discount and department stores. As in the rest of the country, appliance/TV stores are popular. But there is less reliance on catalog stores such as Sears, electronics specialty stores and catalog showrooms.

MAJOR APPLIANCES

This year finds people in the Northeast comparatively big on major appliances. The region can expect to do well in dishwashers, ranges, room air conditioners and compact refrigerators, with the first two in particular coming on strong.

Relatively low on the list are freezers, both full size and compact.

The consumers polled reported that they rely heavily on appliance/TV stores for their major appliances, followed closely by the catalog stores. Department stores continue to play a role.

HOUSEWARES

Although individuals in the Northeast indicate that they plan to purchase fewer electrical housewares per person than people in much of the rest of the country, they do have a healthy appetite for the basics.

Heading this list are blenders, portable hand mixers, toasters, fans, decorative kitchen and wall clocks and ceramic cookware. Also expected to do relatively well are irons, toaster-oven/broilers, canister vacuums and gas grills. And consumers are showing an increased interest in stand mixers, electric woks, hair dryers, glass cookware and charcoal grills.

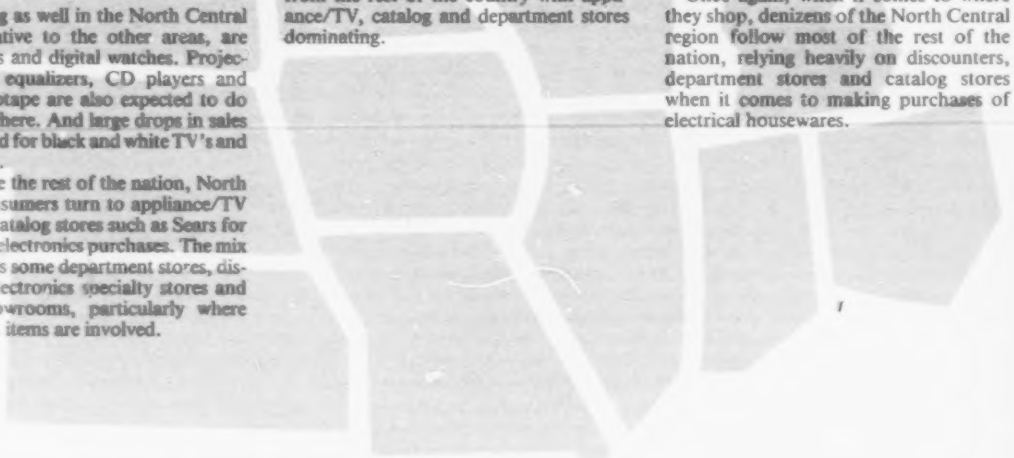
Relatively low on the priority list are oil popcorn makers, floor polishers, air treatment devices (including portable electric heaters), home healthcare products, upright vacuums, curling brush/irons, electric grills and alarm clocks.

Although they once did fairly well, products such as stick vacuums, foot bath massagers, desk clocks, intrusion devices and electric bug killers are losing ground, the consumers say.

Northeasterners, like the rest of the country, buy most of their electric housewares in discount stores. But they tend to shop more at department stores and less in catalog stores than consumers in many other regions.

North Central

Major appliances, housewares on top



ELECTRONICS

Consumers in the North Central states report that, compared with the rest of the country, they are very inclined to purchase electronics this year.

What will they be shopping for? Interest is strong in video cameras and aftermarket car audio equipment. Also relatively popular in this region are audio components sold as separates, color TV's, boomboxes, pocket calculators, tabletop VCR's, home computers, radar detectors, telephones and electronics furniture. And coming on strong are mini TV's and personal portable stereos.

Not doing as well in the North Central region, relative to the other areas, are clock radios and digital watches. Projection TV's, equalizers, CD players and blank audiotape are also expected to do better elsewhere. And large drops in sales are projected for black and white TV's and videogames.

Much like the rest of the nation, North Central consumers turn to appliance/TV stores and catalog stores such as Sears for their larger electronics purchases. The mix also includes some department stores, discounters, electronics specialty stores and catalog showrooms, particularly where lower-ticket items are involved.

MAJOR APPLIANCES

A larger percentage of consumers in the North Central states plan to buy major appliances than in any other region. While refrigerators, freezers and microwave ovens top the list, dryers and washing machines should also be riding high. Showing growing strength are compact refrigerators and freezers.

The only appliance not measuring up in the North Central region is the trash compactor.

As for where the consumers shop for these appliances, this region varies little from the rest of the country with appliance/TV, catalog and department stores dominating.

HOUSEWARES

Just like with major appliances, the North Central states rank first in potential housewares sales on a shopper-by-shopper basis. Significant gains should be realized by electric woks, electric heaters, gas and electric grills and electric bug killers. Coffee makers, air purifiers, humidifiers (both standard and ultrasonic), floor polishers, hand-held massagers and microwave cookware also are expected to do well. And food processors, ceiling fans and digital thermometers should sell better than ever.

Once again, when it comes to where they shop, denizens of the North Central region follow most of the rest of the nation, relying heavily on discounters, department stores and catalog stores when it comes to making purchases of electrical housewares.

South Atlantic

A strong market for housewares

ELECTRONICS

Compared with people in other regions, consumers in the South Atlantic states rank near the bottom when it comes to buying electronics this year. The only items that they are truly enthusiastic about are tabletop VCR's, stereo speakers and table radios. However, projection TV's, stereo components, clock radios, TV stands and blank videotapes should do better than they have in the past.

On the downside, the consumers here indicate much less interest than the others in portable VCR's, headphones, portable radios, car stereo equipment, desktop calculators, home computers and their attendant software, answering machines, electronics furniture (especially for stereos and microwave ovens) and videogame cartridges. Compact stereos and radar detectors, once relatively hot, appear also to be in a state of decline.

When they do buy electronics, residents of the South Atlantic states report that they shop more at electronics specialty stores, especially for products such as VCR's, car stereos, telephones and blank videotape. Although they also rely heavily on appliance/TV stores and catalog stores such as Sears, they also mix in a few more product specialists (in car stereo, video hardware and video software) than do the others. Much of this comes at the expense of department stores.

MAJOR APPLIANCES

Also a relatively weak market for major appliances, the South Atlantic states can be considered the prime area for only the trash compactor.

Compact appliances, apparently once fairly strong, appear to be losing ground.

When shopping for major appliances, residents of the South Atlantic states turn to TV/appliance stores and catalog stores, much like consumers in the other regions. But they tend to mix in a few more discounters and rely on builder/remodelers for products such as room air conditioners. They also shop more at microwave specialty stores when in the market for a microwave oven.

HOUSEWARES

If the South Atlantic states shine anywhere, it's in housewares. Comparatively speaking, it should be the top market for a number of products, especially coffee grinders, curling iron/brushes, hair dryers, shavers, oil popcorn makers and stand mixers. Also predicted to do well this year are kerosene heaters, blood pressure monitors, portable hand mixers, alarm and desk clocks and stone cookware.

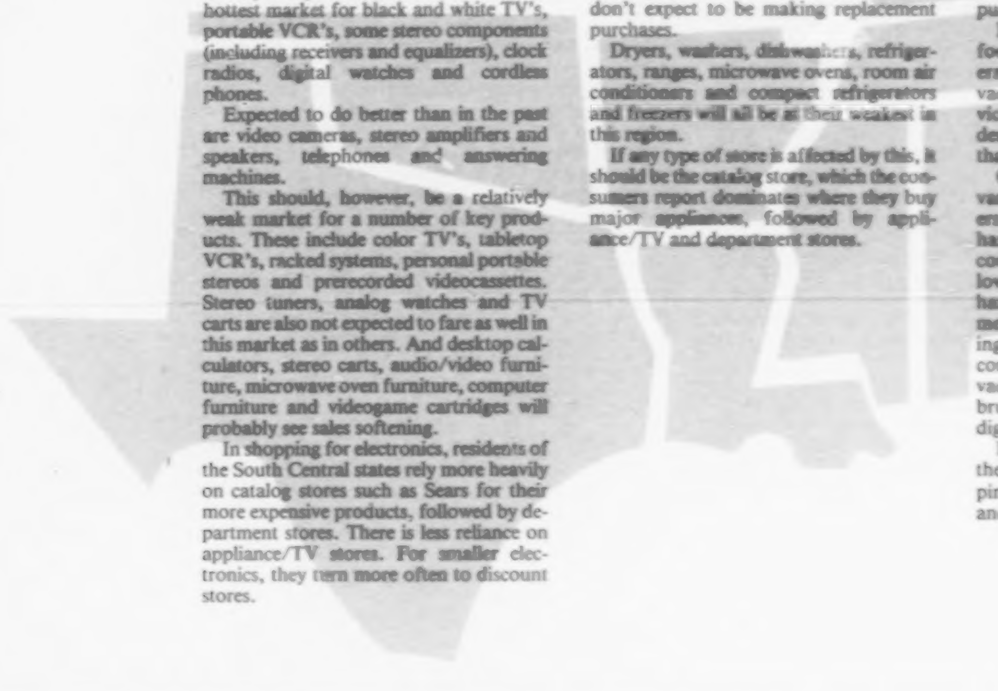
Up-and-coming products include upright vacuums and hand-held massagers.

Not performing as well are electric can openers, air purifiers, digital thermometers, decorative wall clocks and electric bug killers. South Atlantic consumers also appear to be losing some interest in ultrasonic humidifiers, foot massagers and glass cookware.

Housewares shoppers in the South Atlantic states find themselves at catalog showrooms more often than other consumers, especially for products such as food processors, blood pressure monitors and wall clocks. At the same time, there is less reliance on discounters for a number of products.

South Central

Outlook is comparatively sluggish



ELECTRONICS

Residents of the South Central states hit right in the middle of the lot in their plans to purchase electronics products this year. On a per capita basis, this should be the hottest market for black and white TV's, portable VCR's, some stereo components (including receivers and equalizers), clock radios, digital watches and cordless phones.

Expected to do better than in the past are video cameras, stereo amplifiers and speakers, telephones and answering machines.

This should, however, be a relatively weak market for a number of key products. These include color TV's, tabletop VCR's, racked systems, personal portable stereos and prerecorded videocassettes. Stereo tuners, analog watches and TV carts are also not expected to fare as well in this market as in others. And desktop calculators, stereo carts, audio/video furniture, microwave oven furniture, computer furniture and videogame cartridges will probably see sales softening.

In shopping for electronics, residents of the South Central states rely more heavily on catalog stores such as Sears for their more expensive products, followed by department stores. There is less reliance on appliance/TV stores. For smaller electronics, they turn more often to discount stores.

MAJOR APPLIANCES

Relatively speaking, the South Central states should be the weakest market for major appliances this year. Saturation is very high, and the consumers polled just don't expect to be making replacement purchases.

Dryers, washers, dishwashers, refrigerators, ranges, microwave ovens, room air conditioners and compact refrigerators and freezers will all be at their weakest in this region.

If any type of store is affected by this, it should be the catalog store, which the consumers report dominates where they buy major appliances, followed by appliance/TV and department stores.

HOUSEWARES

This is another category that can expect to do relatively poorly in the South Central states. Of all the regions, it has the smallest portion of its population planning to make purchases.

Nevertheless, ceiling fans, hair setters, foot bath massagers, hand-held massagers, charcoal grills and especially stick vacuums and self-installed intrusion devices are expected to do well. Shavers and desk clocks may exhibit more strength than in the past.

On the downside, however, are a wide variety of products, especially can openers, food processors, irons, portable hand mixers, microwave cookware, stone cookware and gas and electric grills. Also low on the list are blenders, air purifiers, hand-held vacuums, kitchen clocks and metal, ceramic and glass cookware. Losing ground are products such as oil popcorn makers, electric heaters, upright vacuums, hair dryers, curling iron/brushes, blood pressure monitors and digital thermometers.

People in the South Central states say they do much of their housewares shopping in catalog stores, although discount and department stores fare well too.

West

Electronics come in number one

ELECTRONICS

When it comes to electronics, people in the West indicated that on an individual-by-individual basis, they plan to buy more this year than do people in any other region. As a result, there are many products that should do better in the West than in any other area.

These include: compact disc players, personal portable stereos, answering machines, virtually all kinds of electronics furniture, blank video- and audiotape, prerecorded videos and computer software. Also expected to do well are cassette decks, compact stereos, headphones, desktop calculators, analog quartz watches and, comparatively speaking, videogame cartridges.

There are, however, a number of electronics products that appear to have peaked in the West. Color TV's, projection TV's, mini TV's, portable VCR's and most audio components (even racked systems) do not appear to be as popular as they once were. Clock radios, telephones and car stereos can also be included in this list.

The western consumers tend to like specialty stores, when available, for their electronics shopping. That means telephone stores, computer stores and car stereo stores all do well. Otherwise, they turn to discounters first for smaller items and appliance/TV stores first for the higher-ticket goods.

MAJOR APPLIANCES

The western states weigh in smack in the middle in this category. Residents hit just about on the average in their purchasing plans.

While no major appliances are expected to perform best here, there are some signs that refrigerator and air conditioner sales should be on the rise.

It's interesting to note that the microwave oven has very high saturation in this area and figures only moderately in the consumers' buying plans for this year.

Major appliances, the consumers say, are bought primarily in catalog stores such as Sears, followed by appliance/TV stores.

HOUSEWARES

Again, the westerners hit right on the average in purchasing plans for housewares. Products that should do comparatively well in this region include can openers, coffee makers, upright vacuums and hand-held vacs. Also high on the list are food processors, air purifiers, shavers, scales, digital thermometers and metal and glass cookware.

Up-and-coming items include bug killers, ultrasonic humidifiers, canister vacuums, kitchen and alarm clocks and gas and electric grills.

Products not expected to do as well in this region include toasters, floor polishers and charcoal grills. Ceiling fans, kerosene heaters, humidifiers, stick vacuums and smoke detectors may also be off somewhat, compared with the rest of the country.

There are signs as well that a few products have peaked. Among them are coffee grinders, air purifiers, portable hand mixers, electric woks, desk clocks, ceramic cookware and self-installed intrusion devices.

The West is the only region so far where shoppers indicate they buy a significant percentage of their housewares products in drug stores. Even so, discount, department and housewares/hardware stores still dominate the market.

Electronics

TV

Black & White TV	50.5%
Color TV	90.2%
Mini TV	3.2%
Projection TV	1.6%

Video

Portable VCR	4.7%
Tabletop VCR	19.0%
Video Camera	2.3%

Hifi

	Compact System	21.9%
Components	Cassette Deck	23.2%
	Compact Disc Player	3.0%
	Equalizer	4.5%
	Receiver	24.4%
	Speakers	28.3%
	Headphones	16.2%
	Racked System	6.2%

Home, Portable and Car Audio

	Boombox	9.0%
	Personal Portable Stereo	17.6%
Radio	Clock	68.8%
	Portable	57.5%
	Tabletop	33.2%
	Car Stereo (aftermarket)	15.3%

Telephones and Answering Machines

Corded Telephone	75.1%
Cordless Telephone	11.3%
Answering Machine	10.1%

Computers and Games

Home Computer	12.3%
Videogame	15.0%

Personal Electronics

Calculator, desktop	21.2%
Calculator, hand-held	73.0%
Quartz Watch, analog	33.3%
Quartz Watch, digital	39.6%
Radar Detector	2.5%

Electronics Furniture

Audio (components)	16.4%
Audio/Video Centers	5.0%
Home Computer Tables	2.6%
Microwave Oven Carts	22.1%
Television Carts	15.3%
TV/VCR/Videodisc Player Carts	4.4%

Major Appliances

Cooking

Microwave Oven	48.0%
Range	99.9%*

Cleanup

Dishwasher	44.5%
Trash Compactor	3.5%
Disposer	26.2%

Laundry

Washer	80.8%
Dryer	73.1%

Air Conditioning and Refrigeration

Air Conditioner	32.1%
Refrigerator	99.9%*
Freezer	53.0%

Compact Appliances

Refrigerator	4.8%
Freezer	1.2%
Washer	1.7%
Dryer	1.5%

*Figure estimated. 20.8% of the respondents rent or lease apartments, and some did not interpret the question correctly. The purpose of this table is to show household penetration of the various products, not necessarily whether the individual household *owns* that product or not.

Housewares

Kitchen Electrics	
Blender	78.5%
Can Opener	70.4%
Coffee Grinder	4.8%
Coffee Maker	64.3%
Food Processor	27.3%
Iron	80.3%
Mixer (portable)	68.7%
Mixer (stand)	39.9%
Popcorn Maker (hot air)	31.1%
Popcorn Maker (oil)	21.2%
Toaster	78.3%
Toaster-Oven/Broiler	44.0%
Wok	8.7%

Personal Care	
Curling Brush/Iron	56.1%
Hair Dryer	76.4%
Hair Setter	24.3%
Shaver	43.0%

Home Healthcare	
Bathroom Scale	69.3%
Blood Pressure Monitor	10.2%
Digital Thermometer	4.4%
Foot Bath/Massager	9.0%
Shower Massager	19.7%
Hand-held Massager	9.7%

Air Treatment	
Air Purifier	12.2%
Fan	36.1%
Ceiling Fan	26.9%
Heater (electric)	32.8%
Heater (kerosene)	13.1%
Humidifier (standard)	21.3%
Humidifier (ultrasonic)	.9%

Floor Care	
Canister Vacuum	52.0%
Upright Vacuum	50.4%
Stick Vacuum	17.4%
Hand-held Vacuum	13.8%

Clocks	
Decorative Wall	49.3%
Kitchen Wall	50.9%
Alarm	72.6%
Desk/Table/Occasional	32.1%

Cookware and Bakeware	
Metal	78.3%
Plastic (including microwave)	43.0%
Ceramic	36.7%
Stoneware	32.2%
Glass	68.1%

Home Security and Outdoor Products	
Smoke Detector	62.9%
Intrusion Device (self-installed)	3.1%
Gas Grill	22.3%
Charcoal Grill	44.3%
Electric Bug Killer	11.3%

Characteristics of the Sample

Region	
Northeast	22.0%
North Central	26.1%
South Atlantic	17.4%
South Central	16.3%
West	18.2%

Age of Household Head	
Under 30	15.3%
30 to 39	20.6%
40 to 49	16.0%
50 to 64	25.6%
65 and over	22.5%

Household Income	
Under $20,000	53.2%
$20,000 to $29,999	22.7%
$30,000 to $49,999	18.7%
$50,000 and over	5.4%

Household Size	
One	23.9%
Two	34.1%
Three and more	42.0%

There were children under 12 in 19.4% of the households

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

	TITLE	Last month's position	Months on chart
1	The Karate Kid *(RCA/Columbia)*	1	3
2	Starman *(RCA/Columbia)*	6	2
3	Falcon and the Snowman *(Vestron)*	17	2
4	A Soldier's Story *(RCA/Columbia)*	14	2
5	The Terminator *(Thorn EMI/HBO)* GP	2	4
6	Nightmare On Elm Street *(Media)*	12	2
7	Places in the Heart *(CBS/Fox)*	3	3
8	The Flamingo Kid *(Vestron)*	8	2
9	Pinocchio *(Walt Disney)*		1
10	2010 *(MGM/UA)*	7	2
11	Runaway *(RCA/Columbia)*	16	2
12	Johnny Dangerously *(CBS/Fox)*	18	2
13	Missing in Action *(MGM/UA)*	11	3
14	The Mean Season *(Thorn EMI)*		1
15	Dune *(MCA)*	4	3
16	Micky and Maude *(RCA/Columbia)*	15	2
17	The Cotton Club *(Embassy)* GP	5	4
18	Protocol *(Warner)*	10	2
19	The River *(MCA)* I	9	3
20	Into the Night *(MCA)*		1
21	City Heat *(Warner)*	13	3
22	Thief of Hearts *(Paramount)*		3
23	Revenge of the Nerds *(CBS/Fox)* GPI	23	6
24	Birdy *(RCA/Columbia)*		1
25	Falling in Love *(Paramount)*	28	2
26	Country *(Touchstone)*	27	5
27	Teachers *(CBS/Fox)*	22	3
28	Body Double *(RCA/Columbia)* GPI	25	4
29	Ghoulies *(Vestron)*	19	3
30	Woman in Red *(Vestron)* GPI	30	5

Top 10 in videocassette sales

1	Jane Fonda's Workout *(Karl/Lorimar)* GPI	1	36
2	Jane Fonda's Prime Time *(Karl/Lorimar)* GPI	2	9
3	Pinocchio *(Walt Disney)*		1
4	Singing in the Rain *(MGM/UA)*	6	2
5	We Are The World *(Music Vision)*	2	2
6	Gone With the Wind *(MGM/UA)* GPI	3	6
7	Star Trek III: The Search For Spock *(Paramount)*	7	6
8	WHAM! The Video *(Sony)*	8	3
9	The Karate Kid *(RCA/Columbia)*	4	3
10	Prince Live *(Warner)*		1

Top 5 in laserdisc sales

1	2010 *(MGM/UA)*		1
2	Star Trek III: The Search For Spock *(Paramount)*	3	1
3	The Cotton Club *(Embassy)* GP	1	1
4	The Karate Kid *(RCA/Columbia)*	4	2
5	Dune *(MCA)*	2	3

Top 5 in alternative programs

1	Jane Fonda's Workout *(Karl/Lorimar)* GPI	1	11
2	We Are The World *(Music Vision)*	3	2
3	Jane Fonda's Prime Time *(Karl/Lorimar)* GPI	2	9
4	Prince Live *(Warner)*		1
5	Racquel: Total Beauty and Fitness *(Thorn EMI)*		5

I Golden Videocassette award: has certified return of sales or rentals of $1 million unless company has a return policy. Then the allowance must be deducted from the gross revenue. (ITA)

P Title has gone platinum: has sold 100,000 units disc and/or cassette and has sales of at least $4 million. (RIAA Video)

G Title has gone gold: has sold 50,000 units disc and/or cassette and has sales of at least $2 million. (RIAA Video)

(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

VIDEO/NEW RELEASES

CBS/FOX

THE COMPLEAT AL (1985) "Weird Al" Yankovic, probably best known for his Michael Jackson parody, Eat It, performs eight selections on his new video, including I Lost on Jeopardy, Eat It and Like a Surgeon. Also included is a brief bio of Al, behind-the-scenes segments, portions of his three four-hour MTV specials and his recent trip to Japan. *Color 97 minutes VHS hifi Beta hifi stereo C: $29.98.*

PORKY'S REVENGE (1985) The kids of Angel Beach High are back. In the sequel to Porky's, they again wage war against Porky, who runs a sleazy nightclub. Playmate of the Month Kimberly Evenson is featured in this version, as are most of the original cast, which includes Scott Colomby, Dan Monahan and Nancy Mitchell. *Color 95 minutes R VHS hifi Beta hifi C: $79.98.*

EMBASSY

ANTONY AND CLEOPATRA Charlton Heston and Hildegard Neil star in this sumptuous production of William Shakespeare's classic. The action centers on the passionate affair between Mark Antony and Cleopatra as battles rage on land and sea. Directed and adapted for the screen by Heston. *C: $59.95.*

MUSSOLINI AND I A riveting account of the family conflict and political intrigue surrounding the fall of Italy's fascist dictator. Featuring an international cast of Susan Sarandon, Anthony Hopkins, Bob Hoskins, Annie Giradot and Barbara De Rossi. *C: $69.95*

MCA

THE BREAKFAST CLUB (1985) One day in the life of five high school students serving detention together on a Saturday is the focus of this popular film. Strangers when they meet, they learn a great deal about each other during the nine hours in the school library. Featured in the cast are Anthony Michael Hall (the brain), Molly Ringwald (the popular one), Emilio Estevez (the jock), Judd Nelson (the rebel) and Ally Sheedy (the recluse). *Color 92 minutes R VHS hifi Dolby mono Beta hifi mono C: $79.95.*

MGM/UA

MRS. SOFFEL (1985) Diane Keaton plays the title role in this fact-based story of a warden's wife who visits the prisoners and becomes involved in the escape of two death-row inmates. She then becomes involved even more seriously with one of the two (Mel Gibson). The film was made in the jail where the real Mrs. Soffel and the prisoners met. *Color 113 minutes PG-13 VHS hifi Beta hifi stereo C: $79.95.*

PARAMOUNT

FRIDAY THE 13TH, PART V—A NEW BEGINNING (1985) Fortunately for horror fans, Jason is not dead. He comes back to life—hockey mask and all—to terrorize young patients in a secluded halfway house. For those who missed the first four installments, Jason started out slaughtering camp counselors at Crystal Lake. *Color 92 minutes R C: $79.95 LV: $29.95.*

RCA/COLUMBIA

A PASSAGE TO INDIA (1985) Based on E.M. Forster's novel, David Lean's Academy Award winning film concerns Adela Quested (Judy Davis) and her future mother-in-law (Dame Peggy Ashcroft), both Englishwomen traveling in India. Adela befriends an Indian doctor (Victor Banerjee), and the doctor ends up being accused of rape. *Color 163 minutes PG VHS hifi Dolby Beta hifi stereo C: $79.95.*

RKO

CITIZEN KANE (1941) Considered by many to be the greatest film ever made, Citizen Kane is one of 12 classics being released by RKO. Orson Welles produced, co-wrote, directed and starred in this story of Charles Foster Kane, newspaper publisher and would-be politician. The film was loosely based on the life of William Randolph Hearst. Also in the cast are Joseph Cotten, Dorothy Comingore, Ruth Warrick, Everett Sloane and Agnes Moorehead (remember her from Bewitched?) in a cameo role as young Kane's mother. *B/W 119 minutes C: $29.95.*

WALT DISNEY

TOO SMART FOR STRANGERS Winnie the Pooh and a number of his friends help children between the ages of three and 10 learn how to avoid dangerous adults. To prevent child abuse and abduction, the tape focuses on such topics as what is a stranger, say "no" to a stranger, run away fast and tell your parents or a grownup you trust. The program combines live action with songs and sketches utilizing Pooh, Tigger and other characters. *Color 40 minutes C: $29.95.*

20,000 LEAGUES UNDER THE SEA (1954) Captain Nemo (James Mason) steers the Nautilus submarine through various adventures beneath the sea. Kirk Douglas, Peter Lorre and Paul Lukas star as three shipwreck survivors in the adaptation of the Jules Verne novel. *Color 126 minutes Dolby VHS stereo Beta hifi C: $79.95.*

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A GRALLA PUBLICATION

OCTOBER 1985

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS WHOLESALERS AND DISTRIBUTORS

TRADING UP TO PROFITS

Retailers and vendors
look to the high end to help boost margins
in electronics, major appliances and housewares

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Merchandising
FOR OVER 56,200 RETAILERS & WHOLESALERS

October 1985
Our 78th Year
Vol. 10, No. 10

14 PERSONAL ELECTRONICS

P-o-p can call attention to more expensive items
Not every dealer has the wherewithal or even the desire to maintain an extensive sales staff, so personal electronics vendors have produced a deluge of point-of-purchase materials to help customers when sales personnel can't.

20 VIDEO & AUDIO

SAVE $98,500 ON AN ALPINE CAR STEREO.

Vendors train dealers to sell high-end products
Why should a customer choose a $700 cassette deck over one that sells for $200? To help answer that question, electronics vendors conduct a wide variety of training programs to educate dealers about their products.

35 MAJOR APPLIANCES

P-o-p aplenty is available from majap vendors
Okay. You've got the customer in your store. He needs a new refrigerator, and he needs it today. But there, facing him, are 25 models that all look pretty much alike. How are you going to let him know which units have the features he wants?

50 HOUSEWARES

Demos and training help dealers sell high end
Selling high-end housewares means selling features and benefits which can often be quite complicated. To help, many manufacturers assist retailers in putting knowledgeable sales people on the floor by providing demonstrators and training programs.

56 STORE OPERATIONS

Boost your staff's step-up skills to sell high end
Even the average shopper who walks into your store can be turned into a high-end customer. How? One important key lies in developing your sales peoples' attitude and skills in the all-important area of step-up selling.

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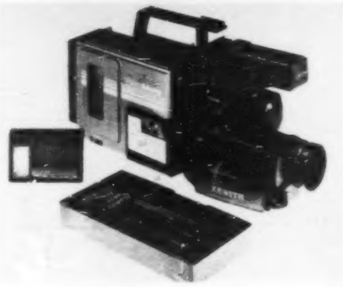
HIGH-END PRODUCTS



Boasts auto focus

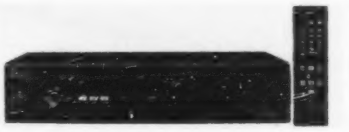
Product: camcorder
Model: VM6100
Features: automatic focus system; low-light-sensitive Saticon pickup tube (15 lux); 6X power zoom lens; automatic white balance; automatic iris control; uses VHS-C mini-cassette; weighs 4.6 lbs.
Suggested list price: open listed.
Manufacturer: Zenith Electronics Corp., 1000 Milwaukee Ave., M, Glenview, IL 60025.

Offers expanded inputs

Product: amplifier
Model: SU-V10X
Features: microcomputer circuit which adjusts the power transistor's operating conditions; constant gain predriver circuit to help prevent distortion; power linear circuit; separate input and record selectors; 120 watts of power per channel; seven audio and three video inputs.
Suggested list price: $600.
Manufacturer: Technics, One Panasonic Way, M, Secaucus, NJ 07094.

Contains five tapes

Product: prerecorded videocassette
Model: The Jewel In The Crown
Features: five cassettes with a total recording time of 12½ hours; textured, gold-embossed case; four-color, 10-page chronology that parallels actual historical events with those in the series; full cast listing.
Suggested list price: $399.95.
Manufacturer: Simon & Schuster, Audio & Video Publishing division, 1230 Ave. of the Americas, M, New York, NY 10020.

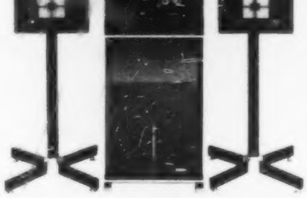


Records in hifi

Product: videocassette recorder
Model: SV-R9700HF
Features: front-loading VHS format; hifi stereo; instant recording of up to four hours; 178-channel cable-ready electronic tuner with 16 channel presets; still frame.
Suggested list price: $1,000.
Manufacturer: Sansui Electronics Corp., 1250 Valley Brook Ave., M, Lyndhurst, NJ 07071.

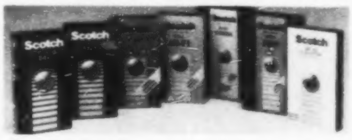
Presents 37-in. screen

Product: stereo color TV
Model: P8137WPE
Features: built-in stereo TV/separate audio program decoder with LED broadcast indicators; hide-away controls.
Suggested list price: $2.399.
Manufacturer: Philco, N.A.P. Consumer Electronics Corp., Interstate 40 & Straw Plains Pike, P.O. Box 6950, M, Knoxville, TN 37914.



A complete system

Product: audio system and speakers
Model: V-1200ACD/SX-E12
Features: preamplifier with seven-band graphic equalizer, CD function selector and dynamic super loudness switch; double tape deck with five-cassette auto changer, auto reverse and random programmable play/dubbing up to 15 selections; linear tracking, programmable turntable; compact disc player with three-beam laser pickup; two-way three-speaker system; wireless remote control.
Suggested list price: $1,800 for V-1200 ACD, $250 for SX-E12 speakers.
Manufacturer: Aiwa America, Inc., 35 Oxford Dr., M, Moonachie, NJ 07074.



Comes in two formats

Product: videocassette
Model: EXG
Features: Static Barrier backcoating; time left recording gauge; available in VHS and Beta formats.
Suggested list price: $9.99.
Manufacturer: Aiwa America, Inc., ducts/Magnetic Audio/Video Products division, 3M Center, M, St. Paul, MN 55144.

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **The Karate Kid** *(RCA/Columbia)*	1	4
2. **Falcon and the Snowman** *(Vestron)*	3	3
3. **The Killing Fields** *(Warner)*	—	1
4. **Desperately Seeking Susan** *(Thorn EMI/HBO)*	—	1
5. **A Soldier's Story** *(RCA/Columbia)*	4	3
6. **Starman** *(RCA/Columbia)*	2	3
7. **The Flamingo Kid** *(Vestron)*	8	3
8. **Nightmare on Elm Street** *(Media)*	6	3
9. **The Terminator** *(Thorn EMI/HBO)* **GPI**	5	5
10. **Pinocchio** *(Walt Disney)*	9	2
11. **Stick** *(MCA)*	—	1
12. **Runaway** *(RCA/Columbia)*	11	3
13. **The Mean Season** *(Thorn/EMI)*	14	2
14. **Micky and Maude** *(RCA/Columbia)*	16	3
15. **The Sure Thing** *(Embassy)*	—	1
16. **Places in the Heart** *(CBS/Fox)*	7	4
17. **Into the Night** *(MCA)*	20	2
18. **2010** *(MGM/UA)*	10	3
19. **Missing in Action** *(MGM/UA)*	13	4
20. **Mrs. Soffel** *(MGM/UA)*	—	1
21. **Blood Simple** *(MCA)*	—	1
22. **Passage to India** *(RCA/Columbia)*	—	1
23. **Mischief** *(CBS/Fox)*	—	1
24. **The River** *(MCA)*	19	4
25. **Johnny Dangerously** *(CBS/Fox)*	12	3
26. **Body Double** *(RCA/Columbia)*	28	5
27. **Protocol** *(Warner)*	18	3
28. **Dreamscape** *(Thorn EMI/HBO)*	—	5
29. **Thief of Hearts** *(Paramount)*	22	4
30. **American Dreamer** *(CBS/Fox)*	—	1

Top 10 in videocassette sales

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	1	39
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GPI**	2	10
3. **Pinocchio** *(Walt Disney)*	3	2
4. **Singing in the Rain** *(MGM/UA)*	4	3
5. **Prince Live** *(Warner)*	10	2
6. **We Are The World** *(MusicVision)*	5	3
7. **WHAM! The Video** *(CBS/Fox)*	8	4
8. **Gone With the Wind** *(MGM/UA)* **GPI**	6	7
9. **The Karate Kid** *(RCA/Columbia)*	9	4
10. **Star Trek III: The Search for Spock** *(Paramount)*	7	7

Top 5 in laserdisc sales

1. **Pinocchio** *(Walt Disney)*	—	1
2. **The Karate Kid** *(RCA/Columbia)*	4	3
3. **Starman** *(RCA/Columbia)*	—	1
4. **Places in the Heart** *(CBS/Fox)*	—	1
5. **Star Trek III: The Search for Spock** *(Paramount)*	3	3

Top 5 in alternative programs

1. **Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	1	12
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* **GPI**	3	10
3. **Prince Live** *(Warner)*	4	2
4. **We Are The World** *(MusicVision)*	2	3
5. **Do It Debbie's Way** *(Video Associates)*	—	6

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)
P —Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)
G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)

(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)